

Cross-cutting Issues in
Bachelor of Science in Information & Technology
(B. Sc.IT.)



PRINCIPAL
Navneet College of Commerce & Science
Mumbai Central, Mumbai - 400 008.

Index

| Course | Nature of Cross Cutting Issue | Sem. & Module | Pg. No. |
|--------------------------------|--------------------------------|--|---------|
| Technical Communication Skills | Professional Ethics | SEM – I MOD - V | 1-2 |
| Green IT | Environment and Sustainability | SEM – II MOD – I, II, III, IV, V | 3-4 |



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Annexure I

| | | | |
|--|---------------------------|-----------------------------|--------------|
| B. Sc (Information Technology) | | Semester – I | |
| Course Name: Technical Communication Skills | | Course Code: USIT105 | |
| Periods per week (1 Period is 50 minutes) | | 5 | |
| Credits | | 2 | |
| | | Hours | Marks |
| Evaluation System | Theory Examination | 2 | 75 |
| | Internal | -- | 25 |

Course Objectives:

- To recognize the importance of various types of communication in technical set up.
- To understand the dynamics in different forms of formal communication.
- To learn about active listening and the art of giving presentations and interviews.
- To learn the art of business writing and ethics in business communication across functional areas.
- To evaluate, analyze and interpret technical data.

| Unit | Details | Lectures |
|-------------|--|-----------------|
| I | <p>Fundamentals of Technical Communication Introduction, The process of communication, Language as tool of communication, levels of communication, The flow of communication, Communication Networks, The importance of technical communication</p> <p>Barriers to communication Definition of Noise, classification of Barriers</p> <p>Non-verbal Communication Introduction, Definition, significance of nonverbal, forms of non -verbal communication, types of non-verbal communication</p> | 12 |
| II | <p>The Seven Cs of Effective Communication: Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness</p> <p>Conversations Introduction, Importance of Business conversion, Essential of Business conversion, Conversation Management</p> <p>Meeting and conferences Introduction, Purpose of Meeting, planning a meeting, Meeting Process, Leading effective meeting, Evaluating meeting, planning conference, teleconferencing</p> <p>Group Discussion and team presentation Introduction, Benefits of GD, Workplace GD guidelines, Functional and non functional roles in GD, Improving group performance, Assessment of group discussion ,Team presentation</p> <p>Email communication Introduction, Advantages of email, problems in email communication, Email etiquettes, Techniques of writing Effective Email</p> | 12 |
| III | <p>Active Listening Introduction, Type of listening, Traits of good listener, Active vs Passive listening, Implication of effective listening</p> <p>Effective presentation Strategies Introduction, Defining purpose, Analyzing audience and Locale, Organizing contents, preparing outline, Visual Aids, Understanding Nuances of delivery, Kinesics</p> <p>Interview Introduction, objectives, types of interview, job interviews</p> | 12 |
| IV | <p>Business writing Introduction, Importance of written Business, Five main strategies of writing business messages</p> | 12 |

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Annexure I

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|---|---|----|
| | <p>Business correspondence Business letter writing, common component of Business letter, Strategies for writing body of a letter, Types of Business letter, writing memos</p> <p>Business reports and proposal What is report? Steps in writing routine Business report, parts of report, corporate reports and Business proposals</p> <p>Careers and Resume Introduction to career building, resume format, traditional, electronic and video resumes, sending resume, follow up letters and online recruitment process</p> | |
| V | <p>Communication across Functional areas Financial communication, MIS</p> <p>Ethics in Business Communication Ethical communication, Values, ethics and communication, ethical dilemmas facing manager, strategic approaches to corporate ethics</p> <p>Creating and Using Visual Aids Object, Models, Handouts, Charts and Graphs, Text Visuals , Formatting Computer generated charts, graphs and visuals</p> | 12 |

| Sr. No. | Title | Author/s | Publisher | Edition | Year |
|---------|--|--|--------------------------|-------------------------|------|
| 1. | Technical communication : principles and practices | Meenakshi Raman & Sangeeta Sharma | Oxford Higher Education | | |
| 2. | Business Communication | Meenakshi Raman & Prakash Singh | Oxford- Higher Education | 2 nd edition | 2006 |
| 3. | Effective Business Communication | Herta Murphy, Herbert Hildebrandt, Jane Thomas | Tata McGraw Hill | 7 th edition | 2008 |
| 4. | Professional Communication | Aruna Koneru | McGraw Hill | | 2008 |
| 5. | Business and Professional Communication Plans, Processes and Performance | James R. DiSanza Nancy J. Legge | Pearson Education | 4 th Edition | |
| 6. | Storytelling with data-a data visualization guide for business professionals | Cole Nussbaumer knaflic | Wiley | | |

Course Outcome:**Learners will be able to,**

1. Analyze, synthesize and utilize the process and strategies from delivery to solving communication problem.
2. Learn the communication methodologies at workplace and learning about importance of team collaboration.
3. Learn about different technical communication such as presentations and interviews.
4. Understand and apply the art of written communication in writing reports, proposals.
5. Ground rules of ethical communication and MIS.
6. Understand the functions of graphs, maps, charts.


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|--|---------------------------|-----------------------------|--------------|
| B. Sc (Information Technology) | | Semester – II | |
| Course Name: Green IT | | Course Code: USIT205 | |
| Periods per week (1 Period is 50 minutes) | | 5 | |
| Credits | | 2 | |
| | | Hours | Marks |
| Evaluation System | Theory Examination | 2 | 75 |
| | Internal | -- | 25 |

Course Objectives:

- To understand the concept of Green Technology.
- To learn Green IT regulating Green IT and different standards.
- To understand the concept of minimizing power utilization in technology.
- To know about Green PCs, Green notebooks and servers and Green data centers.
- To know how the way of work is changing and understand implementation of Paperless work.
- To know the concept of Recycling.
- To understand Metrics for Green IT.

| Unit | Details | Lectures |
|-------------|--|-----------------|
| I | <p>Overview to Green IT: Problems: Toxins, Power Consumption, Equipment Disposal, Company's Carbon Footprint: Measuring, Details, reasons to bother, Plan for the Future, Cost Savings: Hardware, Power.</p> <p>Regulating Green IT: Laws, Standards and Protocols Introduction, The Regulatory Environment and IT Manufacturers RoHS, REACH, WEEE, Legislating for GHG Emissions and Energy Use of IT Equipment. Nonregulatory Government Initiatives, Industry Associations and Standards Bodies, Green Building Standards, Green Data Centres, Social Movements and Greenpeace.</p> | 12 |
| II | <p>Minimizing Power Usage: Power Problems, Monitoring Power Usage, Servers, Low-Cost Options, Reducing Power Use, Data De-Duplication, Virtualization, Management, Bigger Drives, Involving the Utility Company, Low Power Computers, PCs, Linux, Components, Servers, Computer Settings, Storage, Monitors, Power Supplies, Wireless Devices, Software.</p> <p>Cooling: Cooling Costs, Power Cost, Causes of Cost, Calculating Cooling Needs, Reducing Cooling Costs, Economizers, On-Demand Cooling, HP's Solution, Optimizing Airflow, Hot Aisle/Cold Aisle, Raised, Floors, Cable Management, Vapour Seal, Prevent Recirculation of Equipment Exhaust, Supply Air Directly to Heat Sources, Fans, Humidity, Adding Cooling, Fluid Considerations, System Design, Datacentre Design, Centralized Control, Design for Your Needs, Put Everything Together.</p> | 12 |
| III | <p>Greening IT: Green PCs, Notebooks and Servers, Green Data Centres, Green Cloud Computing, Green Data Storage, Green Software, Green Networking and Communications.</p> <p>Changing the Way of Work: Old Behaviours, starting at the Top, Process Reengineering with Green in Mind, Analysing the Global Impact of Local Actions, Steps: Water, Recycling, Energy, Pollutants, Teleworkers and Outsourcing, Telecommuting, Outsourcing, how to Outsource.</p> <p>Going Paperless: Paper Problems, The Environment, Costs: Paper and Office, Practicality, Storage, Destruction, Going Paperless, Organizational Realities, Changing Over, Paperless Billing, Handheld Computers vs. the Clipboard, Unified Communications, Intranets, What to Include, Building an Intranet, Microsoft Office SharePoint Server 2007, Electronic Data Interchange (EDI), Nuts and Bolts, Value Added Networks, Advantages, Obstacles.</p> | 12 |

Annexure I

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|-----------|--|-----------|
| IV | Recycling: Means of Disposal, Recycling, Refurbishing, Make the Decision, Life Cycle, from beginning to end, Life, Cost, Green Design, Recycling Companies, Finding the Best One, Checklist, Certifications, Hard Drive Recycling, Consequences, cleaning a Hard Drive, Pros and cons of each method, CDs and DVDs, good and bad about CD and DVDs disposal, Change the mind-set, David vs. America Online. Hardware Considerations: Certification Programs, EPEAT, RoHS, Energy Star, Computers, Monitors, Printers, Scanners, All-in-Ones, Thin Clients, Servers, Blade Servers, Consolidation, Products, Hardware Considerations, Planned Obsolescence, Packaging, Toxins, Other Factors, Remote Desktop, Using Remote Desktop, Establishing a Connection. | 12 |
| V | Greening Your Information Systems: Initial Improvement Calculations, Selecting Metrics, Tracking Progress, Change Business Processes, Customer Interaction, Paper Reduction, Green Supply Chain, Improve Technology Infrastructure, Reduce PCs and Servers, Shared Services, Hardware Costs, Cooling. Staying Green: Organizational Check-ups, Chief Green Officer, Evolution, Sell the CEO, SMART Goals, Equipment Check-ups, Gather Data, Tracking the data, Baseline Data, Benchmarking, Analyse Data, Conduct Audits, Certifications, Benefits, Realities, Helpful Organizations. | 12 |

| Books and References: | | | | | |
|-----------------------|---|--|------------------------------------|---------|------|
| Sr. No. | Title | Author/s | Publisher | Edition | Year |
| 1. | Green IT | Toby Velte, Anthony Velte, Robert Elsenpeter | McGraw Hill | | 2008 |
| 2. | Harnessing Green IT: Principles and Practices | San Murugesan, G. R. Ganadharan, | Wiley & IEEE. | | |
| 3. | Green Data Center: Steps for the Journey | Alvin Galea, Michael Schaefer, Mike Ebbers | Shroff Publishers and Distributers | | 2011 |
| 4. | Green IT | Deepak Shikarpur | Vishwkarma Publications, | | 2014 |
| 5. | Green Computing Tools and Techniques for Saving Energy, Money and Resources | Bud E. Smith | CRC Press | | 2014 |
| | Green Computing and Green IT Best Practice | Jason Harris | Emereo | | |

Course Outcomes:**Learners will be able to,**

- Understand the concept of Green IT and problems related to it.
- Know different standards for Green IT.
- Understand the how power usage can be minimized in Technology.
- Learn about how the way of work is changing.
- Understand the concept of recycling.
- Know how information system can stay Green Information system.



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| Course | Nature of Cross Cutting Issue | Sem. & Module | Pg. No. |
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| Business Communication-I | Professional Ethics | SEM – I MOD - I | 1-2 |
| Environmental Studies-I | Environment and Sustainability | SEM – I MOD – I, II, III, IV, V | 3-4 |
| Foundation Course-I | Gender Equity and Sensitiveness | SEM – I MOD – II, III | 5-6 |
| Environmental Studies-II | Environment and Sustainability | SEM – II MOD – I, II, III, IV | 7-8 |
| Advertising-I | Professional Ethics | SEM – III MOD – III | 9-10 |
| Foundation Course-III | Human Values Environment & Sustainability | SEM – III MOD – I, II | 11-12 |
| Financial Accounting & Auditing-VII | Professional Ethics | SEM – V MOD – V | 13-14 |



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**Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2016-2017**

Ability Enhancement Courses (AEC)

4. Business Communication - I

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|--------------|-----------------------------|-----------------|
| 1 | Theory of Communication | 15 |
| 2 | Business Correspondence | 15 |
| 3 | Language and Writing Skills | 15 |
| Total | | 45 |

Note:

One tutorial per batch per week in addition to number of lectures stated above
(Batch size as per the University norms)

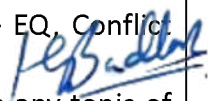
| SN | Objectives |
|----|--|
| 1 | To develop awareness of the complexity of the communication process |
| 2 | To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener |
| 3 | To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups |
| 4 | To develop effective writing skills so as enable students to write in clear, concise, persuasive and audience centered manner |
| 5 | To demonstrate effective use of communication technology |

| SN | Expected Outcome |
|----|---|
| 1 | After successful completion of the course the learner should be able to enhance his Listening, Speaking, Reading and Writing skills to meet the challenges of the world |

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| Sr. No. | Modules / Units |
|---------|--|
| 1 | <p data-bbox="320 203 671 237">Theory of Communication</p> <ol style="list-style-type: none"> <li data-bbox="320 259 1410 405">1. Concept of Communication: Models of Communication – Linear / Interactive / Transactional / Shannon and Weaver (To be only discussed in class) Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world <li data-bbox="320 416 1410 528">2. Impact of Technology Enabled Communication: Types – Internet, Blogs, E – Mail, Moodle, Social Media (Facebook, Twitter & Whats’app Advantages & Disadvantages <li data-bbox="320 539 1410 651">3. Communication at Workplace: Channels - Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine, Methods – Verbal / Non Verbal (including Visual), Business Etiquettes <li data-bbox="320 663 1410 898">4. Business Ethics: Ethics at workplace - Importance of Business Ethics Personal Integrity at the workplace Business Ethics and media Computer Ethics Corporate Social Responsibility <li data-bbox="320 909 1410 1021">5. Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological Barriers, Ways to Overcome these Barriers <li data-bbox="320 1032 1410 1144">6. Listening: Importance of Listening Skills, Obstacles to Listening, Cultivating good Listening Skills |
| 2 | <p data-bbox="320 1162 663 1196">Business Correspondence</p> <ol style="list-style-type: none"> <li data-bbox="320 1218 1410 1330">1. Theory of Business Letter Writing: Parts, Structure, Layouts-Full Block, Principles of Effective Letter Writing, Principles of effective E - mail Writing <li data-bbox="320 1341 1410 1487">2. Personnel Correspondence: Statement of Purpose, Letter of Recommendation, Job Application Letter and Resume, Letter of Appointment (To be only discussed in class), Letter of Acceptance of Job Offer, Letter of Appreciation, Letter of Resignation |
| 3 | <p data-bbox="320 1498 687 1532">Language and Writing Skills</p> <ol style="list-style-type: none"> <li data-bbox="320 1554 1410 1588">1. Commercial Terms used in Business Communication (to be only discussed) <li data-bbox="320 1599 1410 1711">2. Paragraph Writing: Developing an idea, using appropriate linking devices, etc Cohesion and Coherence etc <li data-bbox="320 1722 1410 1930">3. Tutorials Activities Speaking Skills, Writing Skills, Remedial Grammar, Soft Skills – EQ, Conflict Management, Time Management (Students may be asked to make a Power Point Presentation on any topic of their choice in order to enhance LSRW – Listening / Speaking/ Reading / Writing) |


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Ability Enhancement Courses (AEC)

5. Environmental Studies I

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Environment and Ecosystem | 13 |
| 2 | Natural Resources and Sustainable Development | 13 |
| 3 | Populations and Emerging Issues of Development | 13 |
| 4 | Urbanisation and Environment | 13 |
| 5 | Reading of Thematic Maps and Map Filling | 08 |
| Total | | 60 |



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| Sr. No. | Modules / Units |
|---------|--|
| 1 | Environment and Ecosystem |
| | Environment: Meaning, definition, scope and its components; concept of an ecosystem: definition, Characteristics, components and types, functioning and structure; Food Chain and Food Web- Ecological Pyramids - Man and environment relationship; Importance and scope of Environmental Studies. |
| 2 | Natural Resources and Sustainable Development |
| | Meaning and definitions ; Classification and types of resources, factors influencing resource utilisation; Resource conservation- meaning and methods- conventional and non-conventional resources , problems associated with and management of water, forest and energy resources- resource utilization and sustainable development |
| 3 | Populations and Emerging Issues of Development |
| | Population explosion in the world and in India and arising concerns- Demographic Transition Theory - pattern of population growth in the world and in India and associated problems - Measures taken to control population growth in India; Human population and environment- Environment and Human Health – Human Development Index – The World Happiness Index |
| 4 | Urbanisation and Environment |
| | Concept of Urbanisation – Problems of migration and urban environment- changing land use, crowding and stress on urban resources, degradation of air and water, loss of soil cover impact on biodiversity, Urban heat islands – Emerging Smart Cities and safe cities in India - Sustainable Cities |
| 5 | Reading of Thematic Maps and Map Filling |
| | Reading of Thematic Maps (4 Lectures) Located bars, Circles, Pie charts, Isopleths, Choropleth, and Flow map, Pictograms - Only reading and interpretation. Map Filling: (4 Lectures) Map filling of World (Environmentally significant features) using point, line and polygon segment. |



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**Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2016-2017**

Skill Enhancement Courses (SEC)

6. Foundation Course - I

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Overview of Indian Society | 05 |
| 2 | Concept of Disparity- 1 | 10 |
| 3 | Concept of Disparity-2 | 10 |
| 4 | The Indian Constitution | 10 |
| 5 | Significant Aspects of Political Processes | 10 |
| Total | | 45 |



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| Sr. No. | Modules / Units |
|---------|---|
| 1 | Overview of Indian Society |
| | Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference |
| 2 | Concept of Disparity- 1 |
| | Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities |
| 3 | Concept of Disparity-2 |
| | Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences |
| 4 | The Indian Constitution |
| | Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution |
| 5 | Significant Aspects of Political Processes |
| | The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics |

Topics for Project Guidance: Growing Social Problems in India:

- Substance abuse- impact on youth & challenges for the future
- HIV/AIDS- awareness, prevention, treatment and services
- Problems of the elderly- causes, implications and response
- Issue of child labour- magnitude, causes, effects and response
- Child abuse- effects and ways to prevent
- Trafficking of women- causes, effects and response

Note:

Out of the 45 lectures allotted for 5 units for Semester I, about 15 lectures may be allotted for project guidance


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**Revised Syllabus of Courses of B.Com. Programme at Semester II
with Effect from the Academic Year 2016-2017**

Ability Enhancement Courses (AEC)

5. Environmental Studies II

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Solid Waste Management for Sustainable Society | 13 |
| 2 | Agriculture and Industrial Development | 13 |
| 3 | Tourism and Environment | 13 |
| 4 | Environmental Movements and Management | 13 |
| 5 | Map Filling | 08 |
| Total | | 60 |



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| Sr. No. | Modules / Units |
|---------|--|
| 1 | Solid Waste Management for Sustainable Society |
| | Classification of solid wastes – Types and Sources of Solid Waste ; Effects of Solid Waste Pollution- Health hazards, Environmental Impacts; Solid Waste Management – solid waste management in Mumbai- Schemes and initiatives run by MCGM – role of citizens in waste management in urban and rural areas. |
| 2 | Agriculture and Industrial Development |
| | Environmental Problems Associated with Agriculture: Loss of Productivity, Land Degradation, desertification - Uneven Food Production – Hunger, Malnutrition and Food Security – Sustainable Agricultural practices Environmental Problems Associated with Industries – pollution -Global warming, Ozone Layer Depletion , Acid rain, - Sustainable Industrial practices – Green Business and Green Consumerism, Corporate Social Responsibility towards environment |
| 3 | Tourism and Environment |
| | Tourism: Meaning, Nature, Scope and importance –Typology of tourism-classification; Tourism potentials in India and challenges before India; New Tourism Policy of India; Consequences of tourism : Positive and Negative Impacts on Economy, Culture and environment- Ecotourism |
| 4 | Environmental Movements and Management |
| | Environmental movements in India: Save Narmada Movement, Chipko Movement, Appiko Movement, Save Western Ghats movement; Environmental Management: Concept, need and relevance; Concept of ISO 14000 and 16000; Concept of Carbon Bank and Carbon Credit , EIA , ecological footprint; Environment Protection Acts; Concept and components of Geospatial Technology- Applications of GST in Environmental Management |
| 5 | Map Filling |
| | Map filling of Konkan and Mumbai (Environmentally significant features) |



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**Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018**

**2 Ability Enhancement Courses (AEC)
2A * Skill Enhancement Courses (SEC) Group A**

5. Advertising - I

Course Objective:

1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
2. It aims to orient learners towards the practical aspects and techniques of advertising.
3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising

| Sr. No. | Modules | No. of Lectures |
|--------------|--|-----------------|
| 1 | Introduction to Advertising | 12 |
| 2 | Advertising Agency | 11 |
| 3 | Economic & Social Aspects of Advertising | 11 |
| 4 | Brand Building and Spécial Purpose Advertising | 11 |
| Total | | 45 |



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| Sr. No. | Modules |
|---------|--|
| 1 | Introduction to Advertising |
| | <ul style="list-style-type: none"> • Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC • Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers. • Classification of advertising: Geographic, Media, Target audience and Functions. |
| 2 | Advertising Agency |
| | <ul style="list-style-type: none"> • Ad Agency: Features, Structure and services offered, Types of advertising agencies , Agency selection criteria • Agency and Client: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation • Careers in advertising: Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modeling, Dubbing. |
| 3 | Economic & Social Aspects of Advertising |
| | <ul style="list-style-type: none"> • Economic Aspects: Effect of advertising on consumer demand, monopoly and competition, Price. • Social aspects: Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture. • Pro Bono/Social advertising: Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standard Council of India) |
| 4 | Brand Building and Special Purpose Advertising |
| | <ul style="list-style-type: none"> • Brand Building: The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises. • Special purpose advertising: Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising. • Trends in Advertising: Media, Ad spends, Ad Agencies, Execution of advertisements |



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**Revised Syllabus of Courses of B.Com. Programme at Semester III
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**2 Ability Enhancement Courses (AEC)
2B * Skill Enhancement Courses (SEC) Group B**

6. Foundation Course- Contemporary Issues- III

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Human Rights Provisions, Violations and Redressal | 12 |
| 2 | Dealing With Environmental Concerns | 11 |
| 3 | Science and Technology I | 11 |
| 4 | Soft Skills for Effective Interpersonal Communication | 11 |
| Total | | 45 |



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| Sr. No. | Modules / Units |
|---------|---|
| 1 | <p>Human Rights Violations and Redressal</p> <p>A. Scheduled Castes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>B. Scheduled tribes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>C. Women- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>D. Children- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>E. People with Disabilities, Minorities, and the Elderly population- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (4 Lectures)</p> |
| 2 | <p>Dealing With Environmental Concerns</p> <p>A. Concept of Disaster and general effects of Disasters on human life- physical, psychological, economic and social effects. (3 Lectures)</p> <p>B. Some locally relevant case studies of environmental disasters. (2 Lectures)</p> <p>C. Dealing with Disasters - Factors to be considered in Prevention, Mitigation (Relief and Rehabilitation) and disaster Preparedness. (3 Lectures)</p> <p>D. Human Rights issues in addressing disasters- issues related to compensation, equitable and fair distribution of relief and humanitarian approach to resettlement and rehabilitation. (3 Lectures)</p> |
| 3 | <p>Science and Technology – I</p> <p>A. Development of Science- the ancient cultures, the Classical era, the Middle Ages, the Renaissance, the Age of Reason and Enlightenment. (3 Lectures)</p> <p>B. Nature of science- its principles and characteristics; Science as empirical, practical, theoretical, validated knowledge. (2 Lectures)</p> <p>C. Science and Superstition- the role of science in exploding myths, blind beliefs and prejudices; Science and scientific temper- scientific temper as a fundamental duty of the Indian citizen. (3 Lectures)</p> <p>D. Science in everyday life- technology, its meaning and role in development; Interrelation and distinction between science and technology. (3 Lectures)</p> |
| 4 | <p>Soft Skills for Effective Interpersonal Communication</p> <p>Part A (4 Lectures)</p> <p>I) Effective Listening - Importance and Features.</p> <p>II) Verbal and Non-Verbal Communication; Public-Speaking and Presentation Skills.</p> <p>III) Barriers to Effective Communication; Importance of Self-Awareness and Body Language.</p> <p>Part B (4 Lectures)</p> <p>I) Formal and Informal Communication - Purpose and Types.</p> <p>II) Writing Formal Applications, Statement of Purpose (SOP) and Resume.</p> <p>III) Preparing for Group Discussions, Interviews and Presentations.</p> <p>Part C (3 Lectures)</p> <p>I) Leadership Skills and Self-Improvement - Characteristics of Effective Leadership.</p> <p>II) Styles of Leadership and Team-Building.</p> |

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**Revised Syllabus of Courses of B.Com. Programme at Semester V
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Elective Courses (EC)

1 A. Discipline Specific Elective (DSE) Courses

Group A: Advanced Accountancy

1. Financial Accounting and Auditing VII -

Financial Accounting

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|--------------|--|-----------------|
| 1 | Preparation of Final Accounts of Companies | 15 |
| 2 | Internal Reconstruction | 15 |
| 3 | Buy Back of Shares | 10 |
| 4 | Investment Accounting (w.r.t. Accounting Standard- 13) | 12 |
| 5 | Ethical Behaviour and Implications for Accountants | 08 |
| Total | | 60 |



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| Sr. No. | Modules / Units |
|---------|---|
| 4 | Investment Accounting (w.r.t. Accounting Standard- 13) |
| | <p>For shares (variable income bearing securities)</p> <p>For debentures/Preference. shares (fixed income bearing securities)</p> <p>Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage).</p> <p>Columnar format for investment account.</p> |
| 5 | Ethical Behaviour and Implications for Accountants |
| | <p>Introduction, Meaning of ethical behavior</p> <p>Financial Reports – What is the link between law, corporate governance, corporate social responsibility and ethics?</p> <p>What does the accounting profession mean by the ethical behavior?</p> <p>Implications of ethical values for the principles versus rule based approaches to accounting standards</p> <p>The principal based approach and ethics</p> <p>The accounting standard setting process and ethics</p> <p>The IFAC Code of Ethics for Professional Accountants</p> <p>Ethics in the accounting work environment – A research report</p> <p>Implications of unethical behavior for financial reports</p> <p>Company Codes of Ethics</p> <p>The increasing role of whistle – Blowing</p> <p>Why should student learn ethics?</p> |



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Cross-cutting Issues in
Bachelor of Management Studies
(B.M.S.)



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Index

| Course | Nature of Cross Cutting Issue | Sem. & Module | Pg. No. |
|--|------------------------------------|-----------------------------------|---------|
| Business Communication-I | Professional Ethics & Human Values | SEM – I MOD - II | 1-2 |
| Foundation Course-I | Gender Equity & Sensitiveness | SEM – I MOD – II, III | 3-4 |
| Foundation Course-III | Environment & Sustainability | SEM – III MOD – I, II, III, IV | 5-6 |
| Business Planning & Entrepreneurial Management | Gender Equity | SEM – III MOD – II | 7-8 |
| Integrated Marketing Communication | Professional Ethics | SEM – IV MOD – IV | 9-10 |
| Conflict & Negotiation | Professional Ethics | SEM – IV MOD – IV | 11-12 |
| Foundation Course-IV | Professional Ethics | SEM – IV MOD – I, II, III & IV | 13-14 |
| Financial Accounting | Professional Ethics | SEM – V MOD – V | 15-16 |
| Sales and Distribution Management | Professional Ethics | SEM – V MOD – IV | 17-18 |
| Customer Relationship Management | Professional Ethics | SEM – V MOD – IV | 19-20 |
| Finance for HR Professionals and Compensation Management | Professional Ethics | SEM – IV MOD – V | 21-22 |
| Performance Management & Career Planning | Professional Ethics | SEM – V MOD – III | 23-24 |
| Retail Management | Professional Ethics | SEM – VI MOD – IV | 25-26 |
| Marketing of Non-profit Organizations | Professional Ethics | SEM – VI MOD – IV | 27-28 |
| Organizational Development | Professional Ethics | SEM – VI MOD – IV | 29-30 |
| Indian Ethos in Management | Professional Ethics | SEM – VI MOD – I, II, III, IV | 31-33 |

**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester I
with Effect from the Academic Year 2016-2017**

Ability Enhancement Courses (AEC)

4. Business Communication- I


Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Theory of Communication | 15 |
| 2 | Obstacles to Communication in Business World | 15 |
| 3 | Business Correspondence | 15 |
| 4 | Language and Writing Skills | 15 |
| Total | | 60 |



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| Sr. No. | Modules / Units |
|---------|---|
| 1 | Theory of Communication |
| | <p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication</p> <p>Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing</p> |
| 2 | Obstacles to Communication in Business World |
| | <p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour</p> |
| 3 | Business Correspondence |
| | <p>Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,</p> <p>Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]</p> |


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**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester I
with Effect from the Academic Year 2016-2017**

Skill Enhancement Courses (SEC)

5. Foundation Course -I

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Overview of Indian Society | 05 |
| 2 | Concept of Disparity- 1 | 10 |
| 3 | Concept of Disparity-2 | 10 |
| 4 | The Indian Constitution | 10 |
| 5 | Significant Aspects of Political Processes | 10 |
| | Total | 45 |



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| Sr. No. | Modules / Units |
|---------|---|
| 1 | Overview of Indian Society |
| | Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference |
| 2 | Concept of Disparity- 1 |
| | Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities |
| 3 | Concept of Disparity-2 |
| | Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences |
| 4 | The Indian Constitution |
| | Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution |
| 5 | Significant Aspects of Political Processes |
| | The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics |



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**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester III
with Effect from the Academic Year 2017-2018**

**2. Ability Enhancement Courses (AEC)
2B. Skill Enhancement Courses (SEC)**

**4. Foundation Course –III
Environmental Management**

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|--------------|---|-----------------|
| 1 | Environmental Concepts | 12 |
| 2 | Environment degradation | 11 |
| 3 | Sustainability and role of business | 11 |
| 4 | Innovations in business- an environmental Perspective | 11 |
| Total | | 45 |



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| Sr. No. | Modules / Units |
|---------|--|
| 1 | Environmental Concepts: |
| | <ul style="list-style-type: none"> ● Environment: Definition and composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere ● Biogeochemical cycles - Concept and water cycle ● Ecosystem & Ecology; Food chain, food web & Energy flow pyramid ● Resources: Meaning, classification(Renewable & non-renewable), types & Exploitation of Natural resources in sustainable manner |
| 2 | Environment degradation |
| | <ul style="list-style-type: none"> ● Degradation-Meaning and causes, degradation of land, forest and agricultural land and its remedies ● Pollution – meaning, types, causes and remedies (land, air, water and others) ● Global warming: meaning, causes and effects. ● Disaster Management: meaning, disaster management cycle. ● Waste Management: Definition and types -solid waste management anthropogenic waste, e-waste & biomedical waste (consumerism as a cause of waste) |
| 3 | Sustainability and role of business |
| | <ul style="list-style-type: none"> ● Sustainability: Definition, importance and Environment Conservation. ● Environmental clearance for establishing and operating Industries in India. ● EIA, Environmental auditing, ISO 14001 ● Salient features of Water Act, Air Act and Wildlife Protection Act. ● Carbon bank & Kyoto protocol |
| 4 | Innovations in business- an environmental perspective |
| | <p>Non-Conventional energy sources- Wind, Bio-fuel, Solar, Tidal and Nuclear Energy.</p> <p>Innovative Business Models: Eco-tourism, Green marketing, Organic farming, Eco-friendly packaging, Waste management projects for profits ,other business projects for greener future</p> |



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**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
With Effect from the Academic Year 2017-2018**

3. Core Courses (CC)

5. Business Planning & Entrepreneurial Management

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|--------------|--|-----------------|
| 1 | Foundations of Entrepreneurship Development | 15 |
| 2 | Types & Classification Of Entrepreneurs | 15 |
| 3 | Entrepreneur Project Development & Business Plan | 15 |
| 4 | Venture Development | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|----|--|
| 1 | Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers. |
| 2 | To develop entrepreneurs & to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector. |



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| Sr. No. | Modules / Units |
|---------|---|
| 1 | Foundations of Entrepreneurship Development: |
| | <ul style="list-style-type: none"> ● Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur ● Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen ● External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Role of Entrepreneurial culture in Entrepreneurship Development. |
| 2 | Types & Classification Of Entrepreneurs |
| | <ul style="list-style-type: none"> ● Intrapreneur – Concept and Development of Intrapreneurship ● Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group ● Social entrepreneurship – concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO's. ● Entrepreneurial development Program (EDP) – concept, factor influencing EDP. Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&A) |
| 3 | Entrepreneur Project Development & Business Plan |
| | <ul style="list-style-type: none"> ● Innovation, Invention, Creativity, Business Idea, Opportunities through change. ● Idea generation – Sources – Development of product / idea, ● Environmental scanning and SWOT analysis ● Creating Entrepreneurial Venture – Entrepreneurship Development Cycle ● Business Planning Process – The business plan as an Entrepreneurial tool, scope and value of Business plan. ● Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization & Management, Ownership, ● Critical Risk Contingencies of the proposal, Scheduling and milestones. |
| 4 | Venture Development |
| | <ul style="list-style-type: none"> ● Steps involved in starting of Venture ● Institutional support to an Entrepreneur ● Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects ● Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance. ● New trends in entrepreneurship |

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**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group B. Marketing Electives**

1. Integrated Marketing Communication

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|--------------|--|-----------------|
| 1 | Introduction to Integrated Marketing Communication | 15 |
| 2 | Elements of IMC – I | 15 |
| 3 | Elements of IMC – II | 15 |
| 4 | Evaluation & Ethics in Marketing Communication | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|----|---|
| 1 | To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program. |
| 2 | To understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program. |



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| Sr. No. | Modules / Units |
|---------|---|
| 1 | Introduction to Integrated Marketing Communication |
| | <ul style="list-style-type: none"> • Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC. • Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing • Communication process, Traditional and alternative Response Hierarchy Models • Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program. |
| 2 | Elements of IMC – I |
| | <ul style="list-style-type: none"> • Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising. • Sales promotion – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign. |
| 3 | Elements of IMC – II |
| | <ul style="list-style-type: none"> • Direct Marketing - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing • Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR ,Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship • Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling |
| 4 | Evaluation & Ethics in Marketing Communication |
| | <ul style="list-style-type: none"> • Evaluating an Integrated Marketing program – Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and facebook likes, response cards, Internet responses, redemption rate Test Markets – competitive responses, scanner data, Purchase simulation tests • Ethics and Marketing communication – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices • Current Trends in IMC – Internet & IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet. |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group C. Human Resource Electives**

4. Conflict & Negotiation

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|--------------|---|-----------------|
| 1 | Overview of Conflict | 15 |
| 2 | Conflict Management | 15 |
| 3 | Overview of Negotiation | 15 |
| 4 | Managing Negotiations, Ethics in Negotiation and 3D Negotiation | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|----|--|
| 1 | To understand the nature of conflicts, their causes and outcomes |
| 2 | To study the aspects of conflict management and how to handle them effectively |
| 3 | To get insight into negotiations and negotiation process |
| 4 | To understand the role of third party negotiation and skills for effective negotiation |

H. B. ...

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Overview of Conflict |
| | <ul style="list-style-type: none"> • Meaning of Conflict, Nature, Transitions in Conflict Thought – Traditional View, Human Relations View, Interactionist View. Functional and Dysfunctional Conflict, Levels of Conflicts, Process of Conflicts. • Meaning of Industrial/ Organizational Conflict, Causes, Benefits and Limitations of Conflicts to the Organization. • Conflict Outcomes - win-lose, lose-lose, compromise, win-win. • Five belief domains of Conflicts – Superiority, Injustice, Vulnerability, Distrust, Helplessness |
| 2 | Conflict Management |
| | <ul style="list-style-type: none"> • Meaning of Conflict management, Need and Importance of Conflict management, Conflict Resolution Strategies - Competing, Accommodating, Avoiding, Compromising, Collaborative. Strategies for resolving conflicts at – Intra-personal, Inter-personal, Intra-group and Inter group levels. • Prevention of Industrial Conflicts – Labour welfare officer, Tripartite and Bipartite Bodies, Standing Orders, Grievance Procedure, Collective Bargaining. • Settlement of Conflicts – Investigation, Mediator, Conciliation, Voluntary arbitration, compulsory arbitration, labour courts, industrial tribunals, national tribunals |
| 3 | Overview of Negotiation |
| | <ul style="list-style-type: none"> • Negotiation - Meaning, Importance of Negotiation, Process, Factors/ Elements affecting negotiation, Challenges for an Effective Negotiation • Role of Communication, Personality and Emotions in Negotiation. • Distributive and Integrative Negotiation (concepts) • Cross-Cultural Negotiation – Meaning, Factors influencing cross-cultural negotiations, Ways to resolve Cross Cultural negotiation. • Types of Negotiations in Corporates/ Work Place – Day to Day, Employer – Employee, Negotiation between Colleagues, Commercial Negotiation, Legal Negotiations • International Negotiations - Meaning, Factors affecting negotiation |
| 4 | Managing Negotiations, Ethics in Negotiation and 3D Negotiation |
| | <ul style="list-style-type: none"> • Third Party Negotiation <ol style="list-style-type: none"> 1. Mediation - Meaning, Role of Mediator 2. Arbitration – Meaning, Role of Arbitrator 3. Conciliation – Meaning, Role of Conciliator 4. Consultation – Meaning, Role of Consultant • Skills for Effective Negotiation • Negotiation as an Approach to Manage Conflicts. • Ethics in Negotiation – Meaning, Need, Ethically Ambiguous Negotiation Tactics. • Culture and Negotiation – Meaning, Influence of culture on negotiations • 3D Negotiation – Meaning, The 3 Dimensions for successful negotiations |

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(BMS) Programme at Semester IV
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**2. Ability Enhancement Courses (AEC)
2B. Skill Enhancement Courses (SEC)**

**4. Foundation Course –IV
Ethics & Governance**

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|--------------|--|-----------------|
| 1 | Introduction to Ethics and Business Ethics | 12 |
| 2 | Ethics in Marketing, Finance and HRM | 11 |
| 3 | Corporate Governance | 11 |
| 4 | Corporate Social Responsibility (CSR) | 11 |
| Total | | 45 |

Objectives

| SN | Objectives |
|----|--|
| 1 | To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country |
| 2 | To learn the applicability of ethics in functional areas like marketing, finance and human resource management |
| 3 | To understand the emerging need and growing importance of good governance and CSR by organisations |
| 4 | To study the ethical business practices, CSR and Corporate Governance practiced by various organisations |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | <p data-bbox="326 182 878 212">Introduction to Ethics and Business Ethics</p> <ul style="list-style-type: none"> <li data-bbox="326 224 1399 411">● Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition <li data-bbox="326 422 1399 680">● Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India |
| 2 | <p data-bbox="326 697 829 726">Ethics in Marketing, Finance and HRM</p> <ul style="list-style-type: none"> <li data-bbox="326 739 1399 846">● Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements <li data-bbox="326 856 1399 1043">● Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992 <li data-bbox="326 1054 1399 1161">● Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership |
| 3 | <p data-bbox="326 1169 630 1199">Corporate Governance</p> <ul style="list-style-type: none"> <li data-bbox="326 1211 1399 1276">● Concept, History of Corporate Governance in India, Need for Corporate Governance <li data-bbox="326 1287 1399 1352">● Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance <li data-bbox="326 1362 1399 1428">● Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory <li data-bbox="326 1438 1399 1518">● Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading |
| 4 | <p data-bbox="326 1526 818 1556">Corporate Social Responsibility (CSR)</p> <ul style="list-style-type: none"> <li data-bbox="326 1568 1130 1598">● Meaning of CSR, Evolution of CSR, Types of Social Responsibility <li data-bbox="326 1608 1321 1638">● Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract <li data-bbox="326 1648 532 1677">● Need for CSR <li data-bbox="326 1688 716 1717">● CSR Principles and Strategies <li data-bbox="326 1728 526 1757">● Issues in CSR <li data-bbox="326 1768 581 1797">● Social Accounting <li data-bbox="326 1808 802 1837">● Tata Group's CSR Rating Framework <li data-bbox="326 1848 769 1877">● Sachar Committee Report on CSR <li data-bbox="326 1887 943 1917">● Ethical Issues in International Business Practices <li data-bbox="326 1927 672 1957">● Recent Guidelines in CSR <li data-bbox="326 1967 1247 1997">● Society's Changing Expectations of Business With Respect to Globalisation <li data-bbox="326 2007 537 2037">● Future of CSR |



**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester V
with effect from the Academic Year 2018-2019**

**Elective Courses (EC)
Group A: Finance Electives**

4. Financial Accounting

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|--------------|--|-----------------|
| 1 | Preparation of Final Accounts of Companies | 15 |
| 2 | Underwriting of Shares & Debentures | 12 |
| 3 | Accounting of Transactions of Foreign Currency | 15 |
| 4 | Investment Accounting (w.r.t. Accounting Standard- 13) | 10 |
| 5 | Ethical Behaviour and Implications for Accountants | 08 |
| Total | | 60 |

Objectives

| SN | Objectives |
|----|--|
| 01 | To acquaint the learners in preparation of final accounts of companies |
| 02 | To study provisions relating to underwriting of shares and debentures |
| 03 | To study accounting of foreign currency and investment |
| 04 | To understand the need of ethical behaviour in accountancy |

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| Sr. No. | Modules / Units |
|---------|---|
| 1 | Preparation of Final Accounts of Companies |
| | Relevant provisions of Companies Act related to preparation of Final Accounts (excluding cash flow statement) Preparation of financial statements as per Companies Act (excluding cash flow statement) AS 1 in relation to final accounts of companies (disclosure of accounting policies) |
| 2 | Underwriting of Shares & Debentures |
| | Introduction, Underwriting, Underwriting Commission Provision of Companies Act with respect to Payment of underwriting commission Underwriters, Sub-Underwriters, Brokers and Manager to Issues Types of underwriting, Abatement Clause Marked, Unmarked and Firm-underwriting applications, Liability of the underwriters in respect of underwriting contract- Practical problems |
| 3 | Accounting of Transactions of Foreign Currency |
| | In relation to purchase and sale of goods, services, assets, loan and credit transactions. Computation and treatment of exchange rate differences. |
| 4 | Investment Accounting (w.r.t. Accounting Standard- 13) |
| | For shares (variable income bearing securities) For Debentures/Preference shares (fixed income bearing securities) Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage). Columnar format for investment account. |
| 5 | Ethical Behaviour and Implications for Accountants |
| | Introduction, Meaning of ethical behavior Financial Reports – link between law, corporate governance, corporate social responsibility and ethics. Need of ethical behavior in accounting profession . Implications of ethical values for the principles versus rule based approaches to accounting standards The principal based approach and ethics The accounting standard setting process and ethics The IFAC Code of Ethics for Professional Accountants Contents of Research Report in Ethical Practices Implications of unethical behavior for financial reports Company Codes of Ethics The increasing role of Whistle – Blowing |



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**Revised Syllabus of Courses of Bachelor of Management Studies
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**Elective Courses (EC)
Group B: Marketing Electives**

3. Sales and Distribution Management

Modules at a Glance

| SN | Modules | No. of Lectures |
|--------------|---|-----------------|
| 1 | Introduction | 15 |
| 2 | Market Analysis and Selling | 15 |
| 3 | Distribution Channel Management | 15 |
| 4 | Performance Evaluation, Ethics and Trends | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|----|--|
| 1 | To develop understanding of the sales & distribution processes in organizations |
| 2 | To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management |

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| SN | Modules/ Units |
|----|---|
| 3 | Distribution Channel Management |
| | <ul style="list-style-type: none"> • Management of Distribution Channel – Meaning & Need • Channel Partners- Wholesalers, Distributors and Retailers & their Functions in Distribution Channel, Difference Between a Distributor and a Wholesaler • Choice of Distribution System – Intensive, Selective, Exclusive • Factors Affecting Distribution Strategy – Locational Demand, Product Characteristics, Pricing Policy, Speed or Efficiency, Distribution Cost • Factors Affecting Effective Management Of Distribution Channels <ul style="list-style-type: none"> ▪ Channel Design ▪ Channel Policy ▪ Channel Conflicts: Meaning, Types – Vertical, Horizontal, Multichannel, Reasons for Channel Conflict ▪ Resolution of Conflicts: Methods – Kenneth Thomas’s Five Styles of Conflict Resolution ▪ Motivating Channel Members ▪ Selecting Channel Partners ▪ Evaluating Channels ▪ Channel Control |
| 4 | Performance Evaluation, Ethics and Trends |
| | <p>a) Evaluation & Control of Sales Performance:</p> <ul style="list-style-type: none"> • Sales Performance – Meaning • Methods of Supervision and Control of Sales Force • Sales Performance Evaluation Criteria- Key Result Areas (KRAs) • Sales Performance Review • Sales Management Audit <p>b) Measuring Distribution Channel Performance:</p> <ul style="list-style-type: none"> • Evaluating Channels- Effectiveness, Efficiency and Equity • Control of Channel – Instruments of Control – Contract or Agreement, Budgets and Reports, Distribution Audit <p>c) Ethics in Sales Management</p> <p>d) New Trends in Sales and Distribution Management</p> |



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**Elective Courses (EC)
Group B: Marketing Electives**

4. Customer Relationship Management

Modules at a Glance

| SN | Modules | No. of Lectures |
|--------------|---|-----------------|
| 1 | Introduction to Customer Relationship Management | 15 |
| 2 | CRM Marketing Initiatives, Customer Service and Data Management | 15 |
| 3 | CRM Strategy, Planning, Implementation and Evaluation | 15 |
| 4 | CRM New Horizons | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|----|--|
| 1 | To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management |
| 2 | To provide insight into CRM marketing initiatives, customer service and designing CRM strategy |
| 3 | To understand new trends in CRM, challenges and opportunities for organizations |

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| 4 | CRM New Horizons |
|---|--|
| | <ul style="list-style-type: none">• e-CRM: Concept, Different Levels of E- CRM, Privacy in E-CRM:• Software App for Customer Service:<ul style="list-style-type: none">▪ Activity Management, Agent Management, Case Assignment, Contract Management, Customer Self Service, Email Response Management, Escalation, Inbound Communication Management, Invoicing, Outbound Communication Management, Queuing and Routing, Scheduling• Social Networking and CRM• Mobile-CRM• CRM Trends, Challenges and Opportunities• Ethical Issues in CRM |



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Elective Courses (EC)

Group C: Human Resource Electives

**1. Finance for HR Professionals and
Compensation Management**

Modules at a Glance

| SN | Modules | No. of Lectures |
|--------------|--|-----------------|
| 1 | Compensation Plans and HR Professionals | 15 |
| 2 | Incentives and Wages | 15 |
| 3 | Compensation to Special Groups and Recent Trends | 15 |
| 4 | Legal and Ethical issues in Compensation | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|----|--|
| 1 | To orient HR professionals with financial concepts to enable them to make prudent HR decisions |
| 2 | To understand the various compensation plans |
| 3 | To study the issues related to compensation management and understand the legal framework of compensation management |


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| SN | Modules/ Units |
|----|--|
| 1 | Compensation Plans and HR Professionals |
| | <ul style="list-style-type: none"> • Meaning, Objectives of Compensation Plans, Role of HR Professionals in Compensation Plans, Types of Compensation: Financial and non-financial, Factors Influencing Compensation • Compensation Tools: Job based and Skill based, Models: Distributive Justice Model and Labour Market Model, Dimensions of Compensation • 3 Ps Compensation Concept, Benefits of Compensation: Personal, Health and Safety, Welfare, Social Security • Pay Structure: Meaning, Features, Factors, Designing the Compensation System, Compensation Scenario in India. |
| 2 | Incentives and Wages |
| | <ul style="list-style-type: none"> • Incentive Plans – Meaning and Types: Piecework, Team, Incentives for Managers and Executives, Salespeople, Merit pay, Scanlon Pay, Profit Sharing Plan, ESOP, Gain Sharing, Earning at Risk plan, Technology and Incentives. Prerequisites of an Effective Incentive System • Wage Differentials: Concepts, Factors contributing to Wage Differentials, Types of Wage Differentials, Importance of Wage Differentials, Elements of a Good Wage Plan. • Theories of Wages: Subsistence Theory, Wage Fund Theory, Marginal Productivity Theory, Residual Claimant Theory, Bargaining Theory. |
| 3 | Compensation to Special Groups and Recent Trends |
| | <ul style="list-style-type: none"> • Compensation for Special Groups: Team Based pay, Remunerating Professionals, Contract Employees, Corporate Directors, CEOs, Expatriates and Executives. • Human Resource Accounting – Meaning, Features, Objectives and Methods • Recent Trends: Golden Parachutes, e-Compensation, Salary Progression Curve, Competency and Skill based, Broad banding and New Pay, Cafeteria approach – Features, Advantages and Disadvantages. |
| 4 | Legal and Ethical issues in Compensation |
| | <ul style="list-style-type: none"> • Legal Framework of Compensation in India: Wage Policy in India, Payment of Bonus Act 1965, Equal Remuneration Act 1976, Payment of Wages Act 1936, Payment of Gratuity Act 1972, Employee Compensation Act 1923, Employees Provident Funds and Miscellaneous Provision Act 1952. • Pay Commissions, Wage Boards, Adjudication, Legal considerations, COBRA requirement, Pay Restructuring in Mergers and Acquisitions, Current Issues and Challenges in Compensation Management, Ethics in Compensation Management. |

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Elective Courses (EC)

Group C: Human Resource Electives

3. Performance Management and Career Planning

Modules at a Glance


| SN | Modules | No. of Lectures |
|--------------|--|-----------------|
| 1 | Performance Management – An Overview | 15 |
| 2 | Performance Management Process | 15 |
| 3 | Ethics, Under Performance and Key Issues in Performance Management | 15 |
| 4 | Career Planning and Development | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|----|--|
| 1 | To understand the concept of performance management in organizations |
| 2 | To review performance appraisal systems |
| 3 | To understand the significance of career planning and practices |

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| SN | Modules/ Units |
|----|---|
| 1 | Performance Management – An Overview |
| | <ul style="list-style-type: none"> • Performance Management– Meaning, Features, Components of Performance Management, Evolution, Objectives, Need and Importance, Scope, Performance Management Process, Pre-Requisites of Performance Management, Linkage of Performance Management with other HR functions, Performance Management and Performance Appraisal, Performance Management Cycle • Best Practices in Performance Management, Future of Performance Management. • Role of Technology in Performance Management |
| 2 | Performance Management Process |
| | <ul style="list-style-type: none"> • Performance Planning – Meaning, Objectives, Steps for Setting Performance Criteria, Performance Benchmarking • Performance Managing – Meaning, Objectives, Process • Performance Appraisal – Meaning, Approaches of Performance Appraisal – Trait Approach, Behaviour Approach, Result Approach • Performance Monitoring–Meaning, Objectives and Process • Performance Management Implementation – Strategies for Effective Implementation of Performance Management • Linking Performance Management to Compensation • Concept of High Performance Teams |
| 3 | Ethics, Under Performance and Key Issues in Performance Management |
| | <ul style="list-style-type: none"> • Ethical Performance Management - Meaning, Principles, Significance of Ethics in Performance Management, Ethical Issues in Performance Management, Code of Ethics in Performance Management, Building Ethical Performance Culture, Future Implications of Ethics in Performance Management • Under Performers and Approaches to Manage Under Performers, Retraining • Key Issues and Challenges in Performance Management • Potential Appraisal: Steps, Advantages and Limitations. • Pay Criteria -Performance related pay, Competence related pay, Team based pay, Contribution related pay. |
| 4 | Career Planning and Development |
| | <ul style="list-style-type: none"> • Career Planning - Meaning, Objectives, Benefits and Limitations, Steps in Career Planning, Factors affecting Individual Career Planning, Role of Mentor in Career Planning, Requisites of Effective Career Planning • Career Development – Meaning, Role of employer and employee in Career Development, Career Development Initiatives • Role of Technology in Career Planning and Development • Career Models – Pyramidal Model, Obsolescence Model, Japanese Career Model • New Organizational Structures and Changing Career Patterns |


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**Elective Courses (EC)
Group B: Marketing Electives**

2. Retail Management

Modules at a Glance

| SN | Modules | No. of Lectures |
|----|-------------------------------------|-----------------|
| 1 | Retail Management- An overview | 15 |
| 2 | Retail Consumer and Retail Strategy | 15 |
| 3 | Merchandise Management and Pricing | 15 |
| 4 | Managing and Sustaining Retail | 15 |
| | Total | 60 |

Objectives

| SN | Objectives |
|----|--|
| 1 | To familiarize the students with retail management concepts and operations |
| 2 | To provide understanding of retail management and types of retailers |
| 3 | To develop an understanding of retail management terminology including merchandize management, store management and retail strategy. |
| 4 | To acquaint the students with legal and ethical aspects of retail management |
| 5 | To create awareness about emerging trends in retail management |

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| SN | Modules/ Units |
|----|--|
| | <p>c) Visual Merchandising and Display:</p> <ul style="list-style-type: none"> • Visual Merchandising- Meaning, Significance, Tools Used for Visual Merchandising • The Concept of Planogram • Display- Meaning, Methods of Display, Errors in Creating Display <p>d) Mall Management</p> <ul style="list-style-type: none"> • Meaning and Components: Positioning, Zoning, Promotion and Marketing, Facility Management, Finance Management <p>e) Legal and Ethical Aspects of Retailing</p> <ul style="list-style-type: none"> • Licenses/Permissions Required to Start Retail Store in India • Ethical Issues in Retailing <p>Career Options in Retailing</p> |



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**Elective Courses (EC)
Group B: Marketing Electives**

6. Marketing of Non-Profit Organisation

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|--------------|---|-----------------|
| 1 | Introduction to Non-profit Organization | 15 |
| 2 | Segmenting Targeting Positioning, Product mix & Pricing mix in Non-profit organizations | 15 |
| 3 | Promotion mix, Place mix of non-profit organizations & advocacy of non-profit organizations | 15 |
| 4 | Corporate Social Responsibility, innovations & Ethics in non-profit organizations | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|----|--|
| 01 | This course introduces students to the challenges of marketing in the non-profit sector. |
| 02 | To understand the role and application of marketing to promote social change and to achieve social goals for non-profits organizations including social and cause related marketing, fundraising |
| 03 | To apply marketing in a diverse range of non-profit environments including charities, social programs and ideas, health, education, arts, as well as goods and services |
| 04 | To understand the advocacy v/s lobbying and the concept of CSR and the policy framework of CSR under the Companies Act of 2013 |

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| Sr. No. | Modules / Units |
|---------|--|
| 1 | Introduction to Non-profit Organization |
| | <p>a) Non-profit organization: Meaning of Non-Profit Organization, Features of non-profit organization, Characteristics of Non Profit marketing, Stakeholders in non-profit organization, Types of non-profit organization: Charities, newly emerging social enterprise sector, public sector, political parties and campaign organizations, classification of non-profit organizations, Social need: concept, social need as a basis for developing sustainable business model for a non-profit organization.</p> <p>b) Fundraising: meaning, common techniques to solicit funds, fund raising loyalty ladder, marketing and communication for fundraising</p> |
| 2 | Segmenting Targeting Positioning, Product mix & Pricing mix in Non-profit organizations |
| | <p>a) Segmentation, Targeting & Positioning of non-profit organizations: Strategic Marketing for Non-Profit Organization, Steps in Strategic Marketing of non-profit organization, Market Segmentation, Targeting & Positioning in non-profit organization</p> <p>b) Product mix & Pricing mix in non-profit organization: Budgeting, cost effective marketing mix, Cost Management, Product or offer in non-profit organization, level of offer in non-profit organization, Pricing Objectives in non-profit organizations, Pricing Strategies in non-profit organizations</p> |
| 3 | Promotion mix, Place mix of non-profit organizations & advocacy of non-profit organizations |
| | <p>a) Promotion Mix: Promotion of non-profit Organizations: Marketing Communication Strategies, Integrated Marketing Communication in nonprofit organizations, Image & reputation, Marketing Communication process, Marketing communication process, Role of Audience, message and vehicle in non-profit organization communication. Significance of place in non-profit organizations, Challenges for non-profit organizations in rural areas.</p> <p>b) Advocacy & Fund Raising in non-profit organization: Meaning, steps in building support for advocacy, advocacy tactics: lobbying, Coalition Building, outreach to media, educating policy makers on issues, educating public on policy issue, building relationship with policy maker. Distinctive characteristics of advocacy groups, Steps in crafting an advocacy plan, steps in engaging policy makers for lobbying, advocacy v/s lobbying, Evaluating advocacy.</p> <p>Fund Raising: meaning, Principles of fundraising, Fund raising cycle, The fund raising pyramid and donor life cycle.</p> |
| 4 | Corporate Social Responsibility, innovations & Ethics in non-profit organizations |
| | <p>a) Corporate social responsibility: CSR, Importance of CSR, history and evolution of CSR, Policy framework for CSR in India, Section 135 of Companies Act 2013, Role of CSR committee on Boards Code of Ethics in non-profit organization, hierarchy of ethical values in non-profit organization, careers in CSR.</p> <p>b) Trends and Innovations: Current trends, innovations and opportunities in CSR, Influence of non-profit organizations and their impact on corporate CSR, Challenges faced by non-profit organizations in India.</p> <p>c) Non-Governmental Organization (NGO): Meaning of Non-Government Organization (NGO), Difference between Voluntary Organization & NGO, Steps of Voluntarism, Types of NGO: advocacy of chosen cause, Small or Grassroot NGO, Mother NGO, National NGO, corporate NGO, Global NGO's</p> |

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Elective Courses (EC)

Group C: Human Resource Electives


2. Organisational Development

Modules at a Glance

| SN | Modules | No. of Lectures |
|--------------|---|-----------------|
| 1 | International HRM – An Overview | 15 |
| 2 | Global HRM Functions | 15 |
| 3 | Managing Expatriation and Repatriation | 15 |
| 4 | International HRM Trends and Challenges | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|----|---|
| 1 | To understand the concept of Organisational Development and its Relevance in the organisation |
| 2 | To Study the Issues and Challenges of OD while undergoing Changes |
| 3 | To get an Understanding of Phases of OD Programme |
| 4 | To Study the OD Intervention to meet the Challenges faced in the Organisation |
| 5 | To get an Insight into Ethical Issues in OD |


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| SN | Modules/ Units |
|----|--|
| 4 | OD Effectiveness |
| | <p>a) OD Effectiveness:</p> <ul style="list-style-type: none"> • Issues Faced in OD- Issues Related to Client Relationship, Power-Individual skills and Attributes as a Source of Power, Power and Influence Tactics, Politics and OD • Values in OD – Meaning, Professional Values, Value Conflict and Dilemma • Ethics in OD – Meaning, Factors Influencing Ethical Judgement, Ethical Guidelines for OD Professionals • Organisational Effectiveness- Meaning , Effectiveness v/s Efficiency, Approaches of Organisational Effectiveness : Goal Approach, System Resource Approach, Strategic Constituency Approach, Internal Process Approach; Parameters for Judging Organisational Effectiveness, Ways to Enhance Organisational Effectiveness |



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Elective Courses (EC)

Group C: Human Resource Electives

6. Indian Ethos in Management

Modules at a Glance

| SN | Modules | No. of Lectures |
|--------------|----------------------------|-----------------|
| 1 | Indian Ethos – An Overview | 15 |
| 2 | Work Ethos and Values | 15 |
| 3 | Stress Management | 15 |
| 4 | Indian Systems of Learning | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|----|---|
| 1 | To understand the concept of Indian Ethos in Management |
| 2 | To link the Traditional Management System to Modern Management System |
| 3 | To understand the Techniques of Stress Management |
| 4 | To understand the Evolution of Learning Systems in India |


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| SN | Modules/ Units |
|----|--|
| 1 | <p>Indian Ethos – An Overview</p> <p>a) Indian Ethos</p> <ul style="list-style-type: none"> • Meaning, Features, Need, History, Relevance, Principles Practised by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices <p>b) Management Lessons from Scriptures:</p> <ul style="list-style-type: none"> • Management Lessons from Vedas, Management Lessons from Mahabharata, Management Lessons from Bible, Management Lessons from Quran, Management Lessons from Kautilya's Arthashastra <p>Indian Heritage in Business, Management, Production and Consumption. Ethics v/s Ethos Indian Management v/s Western Management</p> |
| 2 | <p>Work Ethos and Values</p> <p>a) Work Ethos:</p> <ul style="list-style-type: none"> • Meaning, Levels, Dimensions, Steps, Factors Responsible for Poor Work Ethos <p>b) Values:</p> <ul style="list-style-type: none"> • Meaning, Features, Values for Indian Managers, Relevance of Value Based Management in Global Change, Impact of Values on Stakeholders: Employees, Customers, Government, Competitors and Society. • Values for Managers, Trans-Cultural Human Values in Management and Management Education, Secular v/s Spiritual Values in Management, Importance of Value System in Work Culture |
| 3 | <p>Stress Management</p> <p>a) Stress Management:</p> <ul style="list-style-type: none"> • Meaning, Types of Stress at Work, Causes of Stress, Consequences of Stress <p>b) Stress Management Techniques:</p> <ul style="list-style-type: none"> • Meditation : Meaning, Techniques, Advantages, Mental Health and its Importance in Management, Brain Storming, Brain Stilling, Yoga: Meaning, Significance <p>c) Leadership:</p> <ul style="list-style-type: none"> • Meaning, Contemporary Approaches to Leadership, Joint Hindu Family Business – Leadership Qualities of Karta <p>d) Motivation:</p> <ul style="list-style-type: none"> • Meaning, Indian Approach to Motivation, Techniques |



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| SN | Modules/ Units |
|----|---|
| 4 | Indian Systems of Learning |
| | <p>a) Learning: Meaning, Mechanisms</p> <ul style="list-style-type: none"> • Gurukul System of Learning : Meaning, Features, Advantages, Disadvantages • Modern System of Learning: Meanings, Features, Advantages, Disadvantages • Karma: Meaning, Importance of Karma to Managers, Nishkama Karma • Laws of Karma: The Great Law, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection • Corporate Karma: Meaning, Methodology, Guidelines for good Corporate Karma • Self-Management: Personal growth and Lessons from Ancient Indian Education System • Personality Development: Meaning, Determinants, Indian Ethos and Personality Development |



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Cross-cutting Issues in
Bachelor of Commerce in Accounting & Finance
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Index

| Course | Nature of Cross Cutting Issue | Sem. & Module | Pg. No. |
|---|--|-------------------------------|---------|
| Business Communication-I | Professional Ethics & Gender Equity | SEM – I MOD - II | 1-2 |
| Foundation Course-I | Gender Equity & Sensitiveness | SEM – I MOD – II, III | 3-4 |
| Business Environment-I | Professional Ethics & Environment Sustainability | SEM – I MOD – II | 5-6 |
| Foundation Course– Contemporary Issues - III | Human Values, Environment & Sustainability | SEM – III MOD – I, II, III | 7-8 |
| Auditing-III | Professional Ethics | SEM – IV MOD - III | 9-10 |



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Ability Enhancement Courses (AEC)

4. Business Communication - I

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Theory of Communication | 15 |
| 2 | Obstacles to Communication in Business World | 15 |
| 3 | Business Correspondence | 15 |
| 4 | Language and Writing Skills | 15 |
| Total | | 60 |



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| Sr. No. | Modules / Units |
|---------|---|
| 1 | Theory of Communication |
| | <p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication</p> <p>Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing</p> |
| 2 | Obstacles to Communication in Business World |
| | <p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour</p> |
| 3 | Business Correspondence |
| | <p>Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,</p> <p>Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]</p> |

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Skill Enhancement Courses (SEC)

5. Foundation Course - I

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|--------------|--|-----------------|
| 1 | Overview of Indian Society | 05 |
| 2 | Concept of Disparity- 1 | 10 |
| 3 | Concept of Disparity-2 | 10 |
| 4 | The Indian Constitution | 10 |
| 5 | Significant Aspects of Political Processes | 10 |
| Total | | 45 |



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| Sr. No. | Modules / Units |
|---------|---|
| 1 | Overview of Indian Society |
| | Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference |
| 2 | Concept of Disparity- 1 |
| | Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities |
| 3 | Concept of Disparity-2 |
| | Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences |
| 4 | The Indian Constitution |
| | Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution |
| 5 | Significant Aspects of Political Processes |
| | The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics |



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Programme at Semester I
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Core Courses (CC)

**6. Commerce -
Business Environment - I**

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|--------------|------------------------------|--------------------|
| 1 | Business and its Environment | 15 |
| 2 | Business and Society | 15 |
| 3 | Contemporary Issues | 15 |
| 4 | International Environment | 15 |
| Total | | 60 |



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| Sr. No. | Modules / Units |
|---------|---|
| 1 | Business and its Environment |
| | a) Business Objectives, Dynamics of Business and its Environment, Types of Business Environment b) Environmental Analysis: Importance, Factors, PESTEL Analysis, SWOT Analysis |
| 2 | Business and Society |
| | a) Business Ethics: Nature and Scope of Ethics, Ethical Dilemmas, Corporate Culture and Ethical Climate b) Development of Business Entrepreneurship: Entrepreneurship and Economic Development, Micro, Small and Medium Enterprises Development (MSMED) Act, 2006, Entrepreneurship as a Career Option c) Consumerism and Consumer Protection: Consumerism in India, Consumer Protection Act 1986 |
| 3 | Contemporary Issues |
| | a) Corporate Social Responsibility and Corporate Governance: Social Responsibility of Business, Ecology and Business, Carbon Credit b) Social Audit: Evolution of Social Audit, Benefits of Social Audit, Social Audit v/s Commercial Audit |
| 4 | International Environment |
| | a) Strategies for going Global: MNCs and TNCs, WTO b) Foreign Trade in India- Balance of Trade, FDI Investment Flows and its Implication for Indian Industries |



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2B. Skill Enhancement Courses (SEC)

Foundation Course- Contemporary Issues- III

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Human Rights Provisions, Violations and Redressal | 12 |
| 2 | Dealing With Environmental Concerns | 11 |
| 3 | Science and Technology I | 11 |
| 4 | Soft Skills for Effective Interpersonal Communication | 11 |
| Total | | 45 |



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| Sr. No. | Modules / Units |
|---------|---|
| 1 | <p>Human Rights Violations and Redressal</p> <p>A. Scheduled Castes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>B. Scheduled tribes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>C. Women- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>D. Children- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>E. People with Disabilities, Minorities, and the Elderly population- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (4 Lectures)</p> |
| 2 | <p>Dealing With Environmental Concerns</p> <p>A. Concept of Disaster and general effects of Disasters on human life- physical, psychological, economic and social effects. (3 Lectures)</p> <p>B. Some locally relevant case studies of environmental disasters. (2 Lectures)</p> <p>C. Dealing with Disasters - Factors to be considered in Prevention, Mitigation (Relief and Rehabilitation) and disaster Preparedness. (3 Lectures)</p> <p>D. Human Rights issues in addressing disasters- issues related to compensation, equitable and fair distribution of relief and humanitarian approach to resettlement and rehabilitation. (3 Lectures)</p> |
| 3 | <p>Science and Technology – I</p> <p>A. Development of Science- the ancient cultures, the Classical era, the Middle Ages, the Renaissance, the Age of Reason and Enlightenment. (3 Lectures)</p> <p>B. Nature of science- its principles and characteristics; Science as empirical, practical, theoretical, validated knowledge. (2 Lectures)</p> <p>C. Science and Superstition- the role of science in exploding myths, blind beliefs and prejudices; Science and scientific temper- scientific temper as a fundamental duty of the Indian citizen. (3 Lectures)</p> <p>D. Science in everyday life- technology, its meaning and role in development; Interrelation and distinction between science and technology. (3 Lectures)</p> |
| 4 | <p>Soft Skills for Effective Interpersonal Communication</p> <p>Part A (4 Lectures)</p> <p>I) Effective Listening - Importance and Features.</p> <p>II) Verbal and Non-Verbal Communication; Public-Speaking and Presentation Skills.</p> <p>III) Barriers to Effective Communication; Importance of Self-Awareness and Body Language.</p> <p>Part B (4 Lectures)</p> <p>I) Formal and Informal Communication - Purpose and Types.</p> <p>II) Writing Formal Applications, Statement of Purpose (SOP) and Resume.</p> <p>III) Preparing for Group Discussions, Interviews and Presentations.</p> <p>Part C (3 Lectures)</p> <p>I) Leadership Skills and Self-Improvement - Characteristics of Effective Leadership.</p> <p>II) Styles of Leadership and Team-Building.</p> |

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**Revised Syllabus of Courses of B.Com. (Accounting and Finance)
Programme at Semester IV
with Effect from the Academic Year 2017-2018**

1. Elective Courses (EC)

Auditing - III

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|--------------|---|--------------------|
| 1 | Audit Report | 15 |
| 2 | Audit under Computerized Information System Environment | 15 |
| 3 | Professional Ethics | 15 |
| 4 | Investigation and Due Diligence | 15 |
| Total | | 60 |



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| Sr. No. | Modules / Units |
|---------|--|
| 1 | Audit Report |
| | Reporting requirement under the Companies Act Qualifications in Audit Report, Disclaimers in Audit Report Adverse Opinion, Disclosures, Reports & Certificate |
| 2 | Audit under Computerized Information System Environment |
| | Special aspects of CIS Audit Environment , Need for review of internal control especially procedure controls and facility controls Approach to audit in CIS environment Use of computer for internal and management audit purposes Audit tools, test packs, computerized audit programmes Special aspects in Audit of E-Commerce Transaction. |
| 3 | Professional Ethics |
| | Code of Ethics with special reference to the relevant provisions of The Chartered Accountant Act and the Regulations thereunder The Chartered Accountant Act Schedules Members who are deemed to be in Practice Significance of the Certificate of Practice Disabilities for purpose of Membership Disciplinary Procedure Professional Misconduct |
| 4 | Investigation and Due Diligence |
| | Introduction Auditing and Investigation Steps in Investigation Special aspects in connection with Business Investigation Types of Investigation (only introduction) Meaning of Due Diligence Purpose of Due Diligence |

Note: Relevant Law/Statute/Rules in force in force on 1st April immediately preceding commencement of Academic Year is applicable for ensuring examination after relevant year.



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**Cross-cutting Issues in
Bachelor of Arts (B.A.)**



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Index

| Course | Nature of Cross Cutting Issue | Sem. & Module | Pg. No. |
|--------------------------------|---------------------------------|---------------------------------|---------|
| Foundation Course –I | Gender Equity and Sensitiveness | SEM – I Modules - II, III | 1-2 |
| Fundamentals of Psychology- I | Professional Ethics | SEM – I Module - I | 3-4 |
| Fundamentals of Psychology- II | Human Values | SEM – II Modules - I II, III | 5-5 |



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**Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2016-2017**

Skill Enhancement Courses (SEC)

6. Foundation Course - I

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Overview of Indian Society | 05 |
| 2 | Concept of Disparity- 1 | 10 |
| 3 | Concept of Disparity-2 | 10 |
| 4 | The Indian Constitution | 10 |
| 5 | Significant Aspects of Political Processes | 10 |
| Total | | 45 |



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| Sr. No. | Modules / Units |
|---------|---|
| 1 | Overview of Indian Society |
| | Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference |
| 2 | Concept of Disparity- 1 |
| | Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities |
| 3 | Concept of Disparity-2 |
| | Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences |
| 4 | The Indian Constitution |
| | Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution |
| 5 | Significant Aspects of Political Processes |
| | The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics |

Topics for Project Guidance: Growing Social Problems in India:

- Substance abuse- impact on youth & challenges for the future
- HIV/AIDS- awareness, prevention, treatment and services
- Problems of the elderly- causes, implications and response
- Issue of child labour- magnitude, causes, effects and response
- Child abuse- effects and ways to prevent
- Trafficking of women- causes, effects and response

Note:

Out of the 45 lectures allotted for 5 units for Semester I, about 15 lectures may be allotted for project guidance

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| Internal Assessment per semester | Marks |
|--|-------|
| Two Class Tests of 10 marks each | 20 |
| One assignment | 10 |
| Active participation in class instructional deliveries | 05 |
| Overall conduct as a responsible student, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities | 05 |
| Total marks | 40 |

Syllabi for Psychology Core Courses (Major Elective) at the F.Y.B.A.

To be brought into force with effect from the academic year 2011-2012

(Semesters I and II)

Objectives: -

1. To impart knowledge of the basic concepts and modern trends in Psychology
2. To foster interest in the subject of Psychology and to create a foundation for further studies in Psychology
3. To make the students aware of the applications of Psychological concepts in various fields so that they understand the relevance of Psychology in different areas of life.

Semester I. Fundamentals of Psychology: Part I (Credits = 3)

4 lectures per week; 60 lectures per term, 15 lectures per unit

Unit 1. The Science of Psychology

- a) What is Psychology?
- b) Psychology then: History of Psychology
- c) Psychology now: Modern Perspectives



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- d) Types of Psychological professionals
- e) Psychology: The Science
- f) Ethics of Psychological Research
- g) Critical thinking
- h) Applying Psychology to everyday life - using Critical thinking

Unit 2. The Biological Perspective

- a) Neurons and nerves: Building the Network
- b) The Central Nervous System
- c) The Peripheral Nervous System
- d) Inside the brain and structures of the brain
- e) The chemical connection: the Endocrine glands
- f) Applying Psychology – Differences between male and female brains

Unit 3. Learning

- a) Definition of Learning
- b) Classical Conditioning
- c) Operant Conditioning
- d) Cognitive Learning Theory
- e) Observational Learning
- f) Applying Psychology – Behaviour modification of a developmentally challenged child

Unit 4. Memory

- a) Memory: Encoding, Storage, Retrieval
- b) Models of memory – LOP and PDP
- c) The information-processing model – sensory, short-term and long-term memory
- d) Retrieval of Long-Term Memories
- e) The reconstructive nature of Long-Term Memory Retrieval



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- f) Forgetting
- g) Memory and the brain – the physical aspects of memory
- h) Applying Psychology – Current research in Alzheimer’s disease

Syllabus for Psychology Core Course at the F.Y.B.A.

Semester II. Fundamentals of Psychology: Part II (Credits = 3)

4 lectures per week; 60 lectures per term, 15 lectures per unit

Unit 1. Cognition: Thinking, Intelligence and Language

a) How people think

- b) Intelligence
- c) Language

d) Applying Psychology – Mental exercises for better cognitive health

Unit 2. Motivation and Emotion

- a) Approaches to understanding Motivation
- b) Hunger
- c) Emotion**
- d) Applying Psychology – The how-to of happiness

Unit 3. An overview of Theories of Personality

- a) Sigmund Freud and Psychoanalysis
- b) The Behaviorist view of Personality**
- c) The Social Cognitive view of Personality
- d) Humanism and Personality**
- e) Trait Theories



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Cross-cutting Issues in
Bachelor of Arts in Multimedia & Mass
Communication (B.A.M.M.C.)



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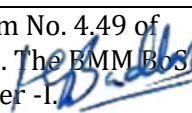
| Course | Nature of Cross Cutting Issue | Sem. & Module | Pg. No. |
|---|---------------------------------|--------------------------------|---------|
| Foundation Course –I BAMMFC-101 | Gender Equity and Sensitiveness | SEM – I, Modules II, III | 1-2 |
| Investigative Journalism | Professional Ethics | SEM – V, Module I | 3 |
| Media Laws and Ethics BAMMC EJML 1B508 | Professional Ethics | SEM – V, Modules III, IV, V | 4 |
| Consumer Behaviour | Human Values | SEM – V, Module IV | 5-6 |




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| |
|---|
| 3. Presentation |
| 4. Skit /Play in any 2 languages |
| 5. Translation of any famous short story or folk or fable |
| BIBLIOGRAPHY: |
| 1. Word Power Made Easy by Norman Lewis |
| 2. Six Hats of thinking by Edward de Bono Communication Skills by Sanjay Kumar |
| 3. Wren and martin for English Grammar |

| | |
|-----------------------|-----------------------------|
| 02 | |
| PROGRAM | BAMMC |
| YEAR | FYBAMMC |
| SEMESTER | I |
| COURSE: | FOUNDATION COURSE -I |
| COURSE CODE | BAMMFC-101 |
| PAPER | 2 |
| TOTAL MARKS | 100 (75 : 25) |
| NO OF LECTURES | 48 |

| SEMESTER 1 | |
|---|---|
| COURSE CODE | COURSE NAME & DETAILED SYLLABUS |
| BAMMFC-101 | FOUNDATION COURSE -I |
| COURSE OUTCOME : | |
| <ol style="list-style-type: none"> 1. To introduce students to the overview of the Indian Society. 2. To help them understand the constitution of India. 3. To acquaint them with the socio-political problems of India. | |
| Note: | Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The EMM BOS has unanimously decided to follow the syllabus for BAMB for Semester -I.  |
| MODUL E | COURSE OUTCOME: |
| Topics | Lectures |


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| | | | |
|-------------------|---|--|-----------|
| Unit : 1 : | Overview of Indian Society: | Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference. | 05 |
| Unit : 2 : | Concept of Disparity - 1: | Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities. | 10 |
| Unit : 3 : | Concept of Disparity - 2 : | Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences. | 10 |
| Unit : 4 : | The Indian Constitution : | Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution. | 10 |
| Unit : 5 : | Significant Aspects of Political Processes : | The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics. | 10 |
| Unit : 6 : | Growing Social Problems in India : | <ol style="list-style-type: none"> Substance abuse- impact on youth & challenges for the future HIV/AIDS- awareness, prevention, treatment and services Problems of the elderly- causes, implications and response Issue of child labour- magnitude, causes, effects and response Child abuse- effects and ways to prevent Trafficking of women- causes, effects and response. <p>Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam</p> | 15 |

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| COMPULSORY 02 | |
|----------------------|--------------------------|
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-JOURNALISM |
| SEMESTER | V |
| COURSE: | INVESTIGATIVE JOURNALISM |
| COURSE CODE | BAMMC DRG-502 |
| PAPER | DRG (COMPULSORY) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |


| SEMESTER V | | | |
|--|--|--|--|
| COURSE CODE | | COURSE NAME and DETAILED SYLLABUS | |
| BAMMC DRG-502 | | INVESTIGATIVE JOURNALISM | |
| COURSE OUTCOME | | | |
| 1. Understand the role of investigative reporting in modern journalism 2. To learn to conduct investigative research in an ethical manner. 3. To create and write excellent investigative stories for media. 4. To acquire advanced investigative journalistic skills 5. Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources. | | | |
| MODULE | TOPICS | DETAILS | LECTURES |
| | CAREERS and OPPORTUNITIES IN INVESTIGATIVE JOURNALISM | | |
| I | INTRODUCTION TO INVESTIGATIVE JOURNALISM | <ul style="list-style-type: none"> Who is an Investigative Reporter, Role of an Investigative Reporter Qualities and essentials for becoming an investigative journalist, career and opportunities Centre for Investigative Journalism (CIJ) Ethical/unethical use of sting operations | 10 |
| | DATA COLLECTION | | |
| II | SOURCES | <ul style="list-style-type: none"> Records and the Confidentiality of Source Issues of contempt, defamation Right to Privacy and Official Secrets Act What is evidence? Case Study: Panama Papers and Watergate Scandal | 10 |
| | DESIGNING THE STORY | | PRINCIPAL |
| III | FINDING and WRITING YOUR STORY | <ul style="list-style-type: none"> Observation Planning techniques Cultivating sources Developing the project | Navneet College of Commerce & Science Mumbai Central, Mumbai - 400 008. |

| SEMESTER V | | |
|--|---|-----------|
| COURSE CODE | COURSE NAME and DETAILED SYLLABUS | |
| BAMMC EJML 1B508 | MEDIA LAWS and ETHICS | |
| COURSE OUTCOME: | | |
| 1. To help students understand the laws that impact the media 2. To develop an understanding of the ethical responsibilities of the media 3. To help students appreciate the challenges of fake news and misinformation in a new changing ecosystem of news and information. | | |
| MODULE | DETAILS | LECTURES |
| 1 | Laws relating to media freedom: provisions, status and case studies | 08 |
| | 6. Article 19 (1) (a) of Indian Constitution | 01 |
| | 7. Article 19.2 | 01 |
| | 8. Defamation –sections 499,500 | 02 |
| | 9. Contempt of Courts Act 1971 | 02 |
| | 10. Public Order – sections 153 AandB,295A,505 | 02 |
| 2 | Provisions in the Act, challenges in its implementation, case studies | 12 |
| | 1. Sedition (IPC124A), Obscenity (IPC292,293) | 03 |
| | 2. Contempt of Parliament | 02 |
| | 3. Official Secrets Act | 03 |
| | 4. Whistleblowers Protection Act | 02 |
| | 5. Press and Registration of Books Act | 02 |
| 3 | Provisions in the Act, challenges in its implementation, case studies | 10 |
| | 1. Right to Information Act | 03 |
| | 2. Information Technology Act | 06 |
| | 3. Right to Privacy and its violation by media | 02 |
| | 4. Indian Evidence Act and its relevance for the media | 02 |
| | 5. The Copyright Act, the application of copyright, fair us, the incentive theory of copyright, damages and penalties | 03 |
| 4 | Media Ethics | 08 |
| | 1. Why ethics is important? Social responsibility of media | 01 |
| | 2. Core principles of journalism: Accuracy, Independence, Fairness, Confidentiality, Humanity, Accountability, Transparency | 01 |
| | 3. Confidentiality and Public Interest ,Conflict of interest, | 02 |
| | 4. Ethics and sting operation | 02 |
| | 5. Emergence of Alternative News Portals (e g: Alt News) | 02 |
| 5 | Self -Regulation and Fake news | 10 |
| | 1. Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation | 02 |
| | 2. Press Ombudsman: Readers' Editor- its significance. Regulatory practices in Developed Democratic Countries | 02 |
| | 3. Role of journalist to combat digital fuelling of disinformation, misinformation and mal information, | 02 |
| | 4. Is transparency the new objectivity? Sieving propaganda from new. | 02 |
| | 5. Sourcing and Verifying News; Ethical journalism the weapon to combat information disorder. | 02 |

| | |
|--|------------------------------------|
| | commerce on any product or Service |
| References : | |
| 1. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000 | |
| 2. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996 | |
| 3. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000 | |
| 4. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990 | |
| 5. Successful Direct Marketing Methods Hardcover – (7th edition) by Bob | |
| 6. Direct Marketing: Strategy, Planning, Execution by Edward L Nash | |
| 7. The New Direct Marketing: How to Implement a Profitdriven Database, by Rajeev Batra | |
| 8. Reinventing Interactive and Direct Marketing: Leading Experts Show How to ...by Stan Rapp | |
| 9. Digital marketing (E commerce) – Vandana Ahuja. | |

| ELECTIVE 07 | |
|-----------------------|----------------------------|
| PROGRAM | BAMMC |
| YEAR | TYBAMMC-Advertising |
| SEMESTER | V |
| COURSE: | Consumer Behaviour |
| COURSE CODE | BAMMC EACB 1507 |
| PAPER | 7 DSE 1A (ELECTIVE) |
| TOTAL MARKS | 100 (75:25) |
| NO OF LECTURES | 48 |

| SEMESTER V | | |
|--|---|---|
| COURSE CODE | COURSE NAME & DETAILED SYLLABUS | |
| BAMMC EACB 1507 | CONSUMER BEHAVIOUR | |
| COURSE OUTCOME: | | |
| 1. To understand the sociological & psychological perspective of consumer behaviour. | | |
| 2. To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising. | | |
| 3. To sensitize students to the changing trends in consumer behaviour. | | |
| MODULE | DETAILS | LECTURES |
| 1 | Module I | 10 |
| | 1.INTRODUCTION TO CONSUMER BEHAVIOUR | 1. Need to study Consumer Behaviour. 2. Psychological & Sociological dynamics of consumption. 3. Consumer Behaviour in a dynamic & digital world  |
| | 2.MARKETING & CONSUMER BEHAVIOUR | 1. Segmentation Strategies – VALS 2. Communication process. 3. Persuasion - Needs & Importance ELM. Persuasive advertising appeals. PRINCIPAL Navneet College of Commerce & Science Mumbai Central, Mumbai - 400 008. |
| 2 | Module II | 08 |

| | | | |
|---|--|--|---|
| | 1.PSYCHOLOGICAL DETERMINANTS & CONSUMER BEHAVIOUR | <ol style="list-style-type: none"> 1. Motivation – Types & Theories – Maslow. 2. Attitude – Characteristics – Theories – Tricomponent. 3. Multiattitude Model. 4. Cognitive dissonance. 5. Personality - Facets of personality. <ol style="list-style-type: none"> i. Theories – Freud & Jung. ii. Personality traits & consumer behaviour. iii. Self-Concept. <p>Application of these theories in the marketing and consumer behaviour.</p> | |
| 3 | Module III | | 10 |
| | 1.RELEVANCE OF LEARNING IN CONSUMER BEHAVIOUR | <ol style="list-style-type: none"> 1. Perception - Elements in perception. <ol style="list-style-type: none"> a. Subliminal perception. b. Perceptual Interpretation – Stereotyping in advertising. 2. Learning – Elements in Consumer Learning. 3. Behavioral & Classical Theory. 4. Cognitive Learning. | |
| 4 | Module IV | | 10 |
| | 1.SOCIO - ECONOMIC& CULTURAL DETERMINANTS OF CONSUMER BEHAVIOUR | <ol style="list-style-type: none"> 1. Family - Role of family in Socialization & Consumption – FLC. 2. Culture – Role & Dynamics. <ol style="list-style-type: none"> i. Subculture & its influence on consumption. ii. Changing Indian core values. iii. Cross culture consumer perspective. 3. Social group- primary and secondary and the role of Reference group & Consumer Behaviour. 4. Economic- social class as the economic 5. determinants of consumer behaviour | |
| 5 | Module V | | 10 |
| | 1. CONSUMER DECISION MAKING. | <ol style="list-style-type: none"> a. Process of decision making. b. Models of decision making. c. Opinion Leadership. <ol style="list-style-type: none"> 2. Diffusion & Adoption Process. <ol style="list-style-type: none"> a. Process of decision making. b. Models of decision making. c. Opinion Leadership. 3. Diffusion & Adoption Process. |  PRINCIPAL 48 |
| Total Lectures | | | |
| BOS SYLLABUS COMMITTEE MEMBERS | | | |
| <ol style="list-style-type: none"> 1. PROF. PAYAL AGGARWAL (Convenor) 2. PROF.DR. PADMAJA ARVIND (Subject Expert) | | | Navneet College of Commerce & Science Mumbai Central, Mumbai - 400 008. |

Cross-cutting Issues in

Master of Commerce

(M. Com – Advance Accountancy & Management)



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Index

| Course | Nature of Cross Cutting Issue | Sem. & Module | Pg. No. |
|--|--|-----------------------------------|---------|
| Business Ethics & Corporate Social Responsibility - MCOMSI.4 | Professional Ethics | SEM – I, Module I, II, III, IV | 1-2 |
| Research Methodology for Business - MCOMSII.1 | Professional Ethics | SEM – II, Module IV | 3-4 |
| Advance Auditing – MCOMSIII.A4 | Environment & Sustainability | SEM III, Module I | 5-6 |
| Human Resource Management – MCOMSIII.B1 | Professional Ethics, Gender Equity and Sensitiveness | SEM III, Module II & III | 7-8 |
| Entrepreneurial Management – MCOMSIII.B3 | Gender Equity and Sensitiveness | SEM III, Module II | 9-10 |
| Marketing Strategies & Practices – MCOMSIII.B4 | Environment & Sustainability | SEM III, Module I | 11-12 |
| Organizational Behaviour – MCOMSIII.B5 | Professional Ethics | SEM III, Module IV | 13-14 |



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**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester I
(To be implemented from Academic Year- 2016-2017)**

Core Courses (CC)

**4. Business Ethics and Corporate Social
Responsibility**

Modules at a Glance

| SN | Modules | No. of Lectures |
|--------------|---|-----------------|
| 1 | Introduction to Business Ethics | 15 |
| 2 | Indian Ethical Practices and Corporate Governance | 15 |
| 3 | Introduction to Corporate Social Responsibility | 15 |
| 4 | Areas of CSR and CSR Policy | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|----|---|
| 1 | To familiarize the learners with the concept and relevance of Business Ethics in the modern era |
| 2 | To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context |


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| SN | Modules/ Units |
|----|---|
| 1 | Introduction to Business Ethics |
| | <ul style="list-style-type: none"> • Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos, • Sources of Ethics, Concept of Corporate Ethics, code of Ethics-Guidelines for developing code of ethics, Ethics Management Programme, Ethics Committee. • Various approaches to Business Ethics - Theories of Ethics- Friedman’s Economic theory, Kant’s Deontological theory, Mill & Bentham’s Utilitarianism theory • Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi’s Doctrine of Satya and Ahimsa, • Emergence of new values in Indian Industries after economic reforms of 1991 |
| 2 | Indian Ethical Practices and Corporate Governance |
| | <ul style="list-style-type: none"> • Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents • Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance, • Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards. • Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences |
| 3 | Introduction to Corporate Social Responsibility |
| | <ul style="list-style-type: none"> • Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society. • Corporate philanthropy, Models for Implementation of CSR, Drivers of CSR, Prestigious awards for CSR in India. • CSR and Indian Corporations- Legal Provisions and Specification on CSR, A Score Card, Future of CSR in India. • Role of NGO’s and International Agencies in CSR, Integrating CSR into Business |
| 4 | Areas of CSR and CSR Policy |
| | <ul style="list-style-type: none"> • CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society. • CSR and environmental concerns. • Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR • Global Recognitions of CSR- ISO- 14000-SA 8000 – AA 1000 – Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; major codes on CSR. • CSR and Sustainable Development • CSR through Triple Bottom Line in Business |


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**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester II
(To be implemented from Academic Year- 2016-2017)**

Core Courses (CC)

1. Research Methodology for Business

Modules at a Glance

| SN | Modules | No. of Lectures |
|--------------|---|-----------------|
| 1 | Introduction to Research | 15 |
| 2 | Research Process | 15 |
| 3 | Data Processing and Statistical Analysis | 15 |
| 4 | Research Reporting and Modern Practices in Research | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|----|---|
| 1 | To enhance the abilities of learners to undertake research in business & social sciences |
| 2 | To enable the learners to understand, develop and apply the fundamental skills in formulating research problems |
| 3 | To enable the learners in understanding and developing the most appropriate methodology for their research |
| 4 | To make the learners familiar with the basic statistical tools and techniques applicable for research |


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| SN | Modules/ Units |
|----|--|
| 1 | Introduction to Research |
| | <ul style="list-style-type: none"> • Features and Importance of research in business, Objectives and Types of research- Basic, Applied, Descriptive, Analytical and Empirical Research. • Formulation of research problem, Research Design, significance of Review of Literature • Hypothesis: Formulation, Sources, Importance and Types • Sampling: Significance, Methods, Factors determining sample size |
| 2 | Research Process |
| | <ul style="list-style-type: none"> • Stages in Research process • Data Collection: Primary data: Observation, Experimentation, Interview, Schedules, Survey, • Limitations of Primary data • Secondary data: Sources and Limitations, • Factors affecting the choice of method of data collection. • Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire |
| 3 | Data Processing and Statistical Analysis |
| | <ul style="list-style-type: none"> • Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation • Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis. • Testing of Hypotheses – <ul style="list-style-type: none"> ▪ Parametric Test-t test, f test, z test ▪ Non-Parametric Test -Chi square test, ANOVA, Factor Analysis • Interpretation of data: significance and Precautions in data interpretation |
| 4 | Research Reporting and Modern Practices in Research |
| | <ul style="list-style-type: none"> • Research Report Writing: Importance, Essentials, Structure/ layout, Types • References and Citation Methods: <ul style="list-style-type: none"> ▪ APA (American Psychological Association) ▪ CMS (Chicago Manual Style) ▪ MLA (Modern Language Association) • Footnotes and Bibliography • Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research |


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**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)**

**Group A: Advanced Accounting, Corporate Accounting and
Financial Management**

4. Advanced Auditing

Modules at a Glance

| SN | Modules | No. of Lectures |
|--------------|--------------------------------------|-----------------|
| 1 | Company Audit | 15 |
| 2 | Special Audits | 15 |
| 3 | Audit under other laws | 15 |
| 4 | Auditing in Computerized Environment | 15 |
| Total | | 60 |



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| SN | Modules/ Units |
|----|---|
| 1 | Company Audit |
| | <ul style="list-style-type: none"> • Introduction to Audit - Audit of Ledgers, General Considerations, Scrutiny of Ledgers of Assets, Personal and Revenue Accounts • Company Audit - Audit of Shares, Qualifications and Disqualifications of Auditors, Appointment of auditors, Removal of auditors, Powers and duties of auditors, Branch audit, Joint audit, Special audit, Reporting requirements under the Companies Act, 2013. • Concepts of true and fair and materiality and audit risk in the context of audit of companies. • Audit reports; qualifications, notes on accounts, distinction between notes and qualifications, detailed observations by the statutory auditor to the management vis-a-vis obligations of reporting to the members |
| 2 | Special Audits |
| | <ul style="list-style-type: none"> • Special points in audit of different types of undertakings, i.e., Educational institutions, Hotels, Clubs and Hospitals. |
| 3 | Audit under other Laws |
| | <ul style="list-style-type: none"> • Cost audit, Environmental Audit, Energy Audit., Audit under different statutes, viz; income tax, other direct tax laws and indirect taxes |
| 4 | Auditing in Computerized Environment |
| | <ul style="list-style-type: none"> • Audit under computerised environment: Computer auditing; specific problems of EDP audit, Need for review of internal control especially procedure controls and facility controls; techniques of audit of EDP output; Use of computers for internal and management audit purposes; test packs, computerised audit programmes; involvement of the auditor at the time of setting up the computer system |



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**Revised Syllabus of Courses of
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Group B: Business Studies (Management)

1. Human Resource Management

Modules at a Glance

| SN | Modules | No. of Lectures |
|----|---|-----------------|
| 1 | Human Resource Management | 15 |
| 2 | Human Resource Development | 15 |
| 3 | Latest Development in H.R.M. and Labour Legislation | 15 |
| 4 | Emerging Issues In H.R.M | 15 |
| | Total | 60 |



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| SN | Modules/ Units |
|----|--|
| 1 | Human Resource Management |
| | <ul style="list-style-type: none"> • Human Resource Management (HRM). – Concept, Traditional HRM v/s Strategic HRM , Objectives of HRM, Organisation Structure of HRM Department – Changing Role of H.R. Manager. • Human Resource Planning- Concept, Factors affecting HRP, Information Management in HRP – HRIS (Human Resource Information System), Job Analysis, Psychological and Behavioural Issues in HRP. • Recruitment and Selection of managerial personnel - Factors affecting recruitment process, Role of Recruitment agencies, Online process of selection. |
| 2 | Human Resource Development |
| | <ul style="list-style-type: none"> • Training and Development - Designing of the effective training programme Evaluation of the effective training programme, Challenges before trainers, Management Development Programme – Techniques. • Performance Appraisal- Process, Guidelines for conducting appraisal Interviews, Ethical aspects in performance appraisal. • Career Advancement and Succession Planning- Self-Development Mechanism and Knowledge enrichment, Managing Promotion and Transfers, Managing dismissal, Succession Planning- Problems and Issues, Culture as a factor in Succession Planning.. |
| 3 | Latest Development in H.R.M. And Labour Legislation |
| | <ul style="list-style-type: none"> • Industrial Relation Act – Prominent features and recent changes in Trade Union Act 2016, Factories Act 1961, Industrial Disputes Act 1950. • Prominent features and recent changes to Child and Women Labour Act 1986, Social Security Act 2016, Prevention of Sexual harassment Act, 2013. • Prominent features and recent changes to Employees Acts like payment of Gratuity Act 2015, Provident Fund Act 1952, Minimum Wages Act 2016 and Payment of Wages Act 1991, Workmen Compensation Act 2014/ESI Scheme. |
| 4 | Emerging Issues In H.R.M |
| | <ul style="list-style-type: none"> • Health and Safety – Safety measures and safety programmes, Stress and its Impact on Job Performance, Role of organization in ensuring mental and physical health of employees • Work life balance – Need and Importance, Employee Engagement, Managing Millennials (Gen Y) • Talent Management – Concept , Importance, Process, Talent Management and VUCA Environment(Volatility, Uncertainty, Complexity, Ambiguity), H.R. Practices at Global level |

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**Revised Syllabus of Courses of
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Group B: Business Studies (Management)

3. Entrepreneurial Management

Modules at a Glance

| SN | Modules | No. of Lectures |
|----|---|-----------------|
| 1 | Entrepreneurship Development Perspective | 15 |
| 2 | Creating Entrepreneurial Venture | 15 |
| 3 | Project Management | 15 |
| 4 | Assistance and Incentives for Promotion and Development of Entrepreneurship | 15 |
| | Total | 60 |



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| SN | Modules/ Units |
|----|--|
| 1 | Entrepreneurship Development Perspective |
| | <ul style="list-style-type: none"> • Entrepreneurship – Concept, Factors affecting growth of Entrepreneurship, Types of Entrepreneurs, Requirements of Entrepreneurial structure. • Entrepreneurial Culture -Elements of culture, Steps to change Entrepreneurial culture, Entrepreneurial v/s Administrative culture. • Theories of Entrepreneurship- Schumpeter Dynamic Entrepreneurship Innovation Theory, Theory of High Achievement by McClelland, Theory of Personnel Resourcefulness |
| 2 | Creating Entrepreneurial Venture |
| | <ul style="list-style-type: none"> • Entrepreneurial Environment- Significance, SWOC Analysis, Problems of Entrepreneurship • Financial Analysis of Entrepreneurial Venture- Significance, Tools of Financial Analysis, Sources of development finance • Social Entrepreneurship- Features, Importance, Arguments (for and against) Social Entrepreneurship, Women Entrepreneurs – concept and special Government schemes for women entrepreneurs in India. |
| 3 | Project Management |
| | <ul style="list-style-type: none"> • Project - Concepts and Classification of Project, Search of Business Idea, Project Cycle. • Project formulation-----Steps for project formulation, Project Design and network analysis – concept and network analysis techniques: PERT/ CPM. • Project Management – Concept, Phases, Project Identification and Project Feasibility Analysis. |
| 4 | Assistance and Incentives for Promotion and Development of Entrepreneurship |
| | <ul style="list-style-type: none"> • Incentives – Need, Promotion and development Entrepreneurship-Types of Assistance and incentives -Fiscal, Financial, Promotional, Marketing, and Organisational. • NPSD - National Policy for Skill Development and Entrepreneurship 2015. • Institutions in aid of Entrepreneurship Development - The National institute for Entrepreneurship and small business development, District Industry Centre (DIC), National Alliance of young Entrepreneurs |



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Group B: Business Studies (Management)

4. Marketing Strategies and practices

Modules at a Glance

| SN | Modules | No. of Lectures |
|--------------|---|-----------------|
| 1 | Introduction to Marketing Strategies | 15 |
| 2 | Developing Marketing Strategies & Plans | 15 |
| 3 | Market Environmental Trends & Building Customer Value | 15 |
| 4 | Recent Trends in Marketing Strategies | 15 |
| Total | | 60 |



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| SN | Modules/ Units |
|----|---|
| 1 | Introduction to Marketing Strategies |
| | <ul style="list-style-type: none"> • Introduction: Marketing Strategies – Concept, Evolution, Role/ Importance, Types, Formulation of Marketing Strategies- Steps • Marketing Opportunities and Plan: Analysing Marketing Opportunities, Future of Marketing, Effective Marketing Plan. • New Marketing Strategies: Holistic, New Brand, Service, Green and Guerrilla Marketing Strategies |
| 2 | Developing Marketing Strategies & Plans |
| | <ul style="list-style-type: none"> • Marketing Mix: Marketing Strategy Implementation - Steps, Marketing Mix 4 P's – Importance, Alternative Marketing Mix Propositions- Profit, People, and Planet. • Marketing Plans: Marketing Planning- Importance, Types and Content, Strategic Business Unit - Structure, SWOT Analysis. • Defensive Marketing Strategies: Importance, Types, Offensive V/S Defensive Marketing Strategies, Position Defense Strategies. |
| 3 | Market Environmental Trends & Building Customer Value |
| | <ul style="list-style-type: none"> • Environmental Analysis: Analysing the Macro Environment, Theories of Marketing- PESTLE Analysis, VRIO Analysis, Porter's Competency Model, and Customer Perceived Value (CPV). • Customer Value: Applying Customer Value and Satisfaction, Customer Relationship Management (CRM)- Concepts and Techniques • Customer Loyalty: Importance, Consumer Behaviour – Impact of Personal, Cultural, Social and Psychological Factors. |
| 4 | Recent Trends in Marketing Strategies |
| | <ul style="list-style-type: none"> • Emerging Strategies: 21st Century Marketing Strategies, Global Marketing Strategies, and Strategies for Entering Emerging Market. • E-Marketing: Concept, Pros and Cons, Digital Marketing – Concept and features, Experiential Marketing – Concept and features, Hospitality Marketing Management. • Social Marketing: Social Marketing - Importance, Barriers, Trends in Marketing Practices in India and across Globe. |

H. B. D. D.

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Group B: Business Studies (Management)

5. Organizational Behaviour

Modules at a Glance

| SN | Modules | No. of Lectures |
|--------------|------------------------------------|-----------------|
| 1 | Organisational Setting | 15 |
| 2 | Foundation of Individual Behaviour | 15 |
| 3 | Group Dynamics and Behaviour | 15 |
| 4 | Emerging Challenges | 15 |
| Total | | 60 |



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| SN | Modules/ Units |
|----|--|
| 1 | Organisational Setting |
| | <ul style="list-style-type: none"> • Introduction to Organisational Behaviour (OB) – Concept, Nature, Foundation, Disciplines and Scope of OB. • Evolution of OB–Evolution – Stages, Human Relations Approach – Hawthorne Experiments, Models of OB. • Organisation Design – Key factors, Steps in Organisation Structure, Organisations for future - Types. |
| 2 | Foundation of Individual Behaviour |
| | <ul style="list-style-type: none"> • Factors affecting Individual behaviour- Personal, Psychological, Organisation System, Environmental. • Personality & Perception – Nature of personality, Determinants of personality, Personality Traits., Factors Influencing Perception, Managing perception Process, Perception and OB • Attitude – Nature , components , work related attitudes , Barriers to attitudinal Change, Measures to attitudinal change. |
| 3 | Group Dynamics and Behaviour |
| | <ul style="list-style-type: none"> • Group – Types of groups, Stages of Group Development, Group Decision making – Advantages and Problems. • Work place behaviour – Determinants of Group Behaviour, Power and Politics –Sources of Power, Types of Organisational politics. • Conflict – Levels of Conflict, Strategies for resolving Conflict, Guidelines for effective negotiation. |
| 4 | Emerging Challenges |
| | <ul style="list-style-type: none"> • Stress Management – Sources, Effects, Strategies, Stress and Performance. • Organisation culture – Cultural Dimensions, Creating Organisational Culture, Maintaining Organisational Culture. • Workforce Diversity – Concept, Managing Diversity effectively, Ethical Behaviour in workplace, Managing Ethics at work place. |



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Cross-cutting Issues in
Master of Science in Information & Technology
(M. Sc.IT.)



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Index

| Course | Nature of Cross Cutting Issue | Sem. & Module | Pg. No. |
|--|-------------------------------|----------------------|---------|
| Technical writing and Entrepreneurship Development | Professional Ethics | SEM – III MOD - I | 1 |
| Security Breaches and Countermeasures | Professional Ethics | SEM – III MOD - I | 2 |



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PSIT301: Technical Writing and Entrepreneurship Development

| | | | |
|--|---------------------------|-----------------------------|--------------|
| M. Sc (Information Technology) | | Semester – III | |
| Course Name: Technical Writing and Entrepreneurship Development | | Course Code: PSIT301 | |
| Periods per week (1 Period is 60 minutes) | | 4 | |
| Credits | | 4 | |
| | | Hours | Marks |
| Evaluation System | Theory Examination | 2½ | 60 |
| | Internal | -- | 40 |

Course Objectives:

- This course aims to provide conceptual understanding of developing strong foundation in general writing, including research proposal and reports.
- It covers the technological developing skills for writing Article, Blog, E-Book, Commercial web Page design, Business Listing Press Release, E-Listing and Product Description.
- This course aims to provide conceptual understanding of innovation and entrepreneurship development.

| Unit | Details | Lectures | Outcome |
|------|--|----------|---------|
| I | <p>Introduction to Technical Communication: What Is Technical Communication? The Challenges of Producing Technical Communication, Characteristics of a Technical Document, Measures of Excellence in Technical Documents, Skills and Qualities Shared by Successful Workplace Communicators, How Communication Skills and Qualities Affect Your Career?</p> <p>Understanding Ethical and Legal Considerations: A Brief Introduction to Ethics, Your Ethical Obligations, Your Legal Obligations, The Role of Corporate Culture in Ethical and Legal Conduct, Understanding Ethical and Legal Issues Related to Social Media, Communicating Ethically Across Cultures, Principles for Ethical Communication</p> <p>Writing Technical Documents: Planning, Drafting, Revising, Editing, Proofreading</p> <p>Writing Collaboratively: Advantages and Disadvantages of Collaboration, Managing Projects, Conducting Meetings, Using Social Media and Other Electronic Tools in Collaboration, Importance of Word Press Website, Gender and Collaboration, Culture and Collaboration.</p> | 12 | CO1 |
| II | <p>Introduction to Content Writing: Types of Content (Article, Blog, E-Books, Press Release, Newsletters Etc), Exploring Content Publication Channels. Distribution of your content across various channels. Blog Creation: Understand the psychology behind your web traffic, Creating killing landing pages which attract users, Using</p> | 12 | CO2 |

PSIT302d: Security Breaches and Countermeasures

| | | | |
|---|---------------------------|------------------------------|--------------|
| M. Sc (Information Technology) | | Semester – III | |
| Course Name: Security Breaches and Countermeasures | | Course Code: PSIT302d | |
| Periods per week (1 Period is 60 minutes) | | 4 | |
| Credits | | 4 | |
| | | Hours | Marks |
| Evaluation System | Theory Examination | 2½ | 60 |
| | Internal | -- | 40 |

Course Objectives:

- To get the insight of the security loopholes in every aspect of computing.
- To understand the threats and different types of attacks that can be launched on computing systems.
- To know the countermeasures that can be taken to prevent attacks on computing systems.
- To test the software against the attacks.

| Unit | Details | Lectures | Outcome |
|-------------|--|-----------------|---|
| I | <p>Introduction to Security Breaching: Overview of Information Security, Threats and Attack vectors, Concepts of Hacking – Ethical and Unethical, Information Security Controls, Concepts of penetration Testing, Information Security Laws and Standards.</p> <p>Evaluation Security of IT Organisation: Concepts, Methodology, Tools, Countermeasures, Penetration Testing.</p> <p>Network Scanning: Concepts, Scanning beyond IDS and firewalls, Tools, Banner Grabbing, Scanning Techniques, Network Diagrams, penetration testing.</p> <p>Enumeration: Concepts, Different types of enumeration: Netbios, SNMP, LDAP, NTP, SMTP, DNS, other enumeration techniques, Countermeasures, Penetration Testing</p> | 12 | CO1 |
| II | <p>Analysis of Vulnerability: Concepts, Assessment Solutions, Scoring Systems, Assessment Tools, Assessment Reports.</p> <p>Breaching System Security: Concepts, Cracking passwords, Escalating privileges, Executing Applications, Hiding files, covering tracks, penetration testing.</p> <p>Threats due to malware: Concepts, Malware Analysis, Trojan concepts, countermeasures, Virus and worm concepts, anti-malware software, penetration testing.</p> <p>Network Sniffing: Concepts, countermeasures, sniffing techniques, detection techniques, tools, penetration testing.</p> | 12 | <p>CO2</p> <p><i>H.B. Adhikari</i></p> <p>PRINCIPAL Navneet College of Commerce & Science Mumbai Central, Mumbai - 400 008.</p> |