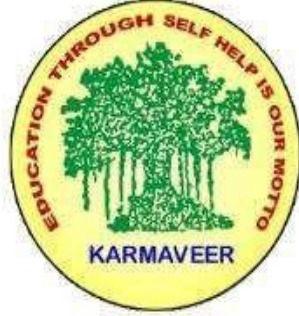


AC-//
Item No-



**Rayat Shikshan Sanstha's
KARMAVEER BHURAO PATIL COLLEGE,
VASHI.NAVI MUMBAI
(AUTONOMOUS COLLEGE)**

Sector-15-A, Vashi, Navi Mumbai-400703

Syllabus for F.Y.B.M.S Program:

Bachelor of Management Studies

Course: F.Y.B.M.S.

**(Choice Based Credit, Grading and Semester System with effect
from the academic year 2023-2024)**

Preamble of the Syllabus:

In this era of dynamic and rapidly changing global business environment, it is essential to develop competent managerial talent for making resources productive and achieving high levels of competitiveness in organizations. The Programme aims at developing students with effective human, technical and conceptual skills, along with comprehensive knowledge of the core functional areas of management like finance, marketing, human resource management etc. This Programme frontiers of knowledge & standards of achievement to develop students as committed, responsible, ethical and active managers, honing their latent skills, spark their curiosity, developing leadership qualities and the ability to influence and change their organization and society as a whole in a positive, significant and whole some manner, thereby enabling them to reach their zenith of potentials.

PROGRAMME OUTCOMES OF UNDER GRADUATE PROGRAMME

Commerce graduate will able to:

- **Disciplinary Knowledge:** Built conceptual foundation and application skills in the area of accountancy, finance, management, research Marketing, Human Resource Management, Business and Corporate Law, economics, Finance, Accounting, Management, Tax, Investment, Insurance, and Banking seeking youth fit for Employment.
- **Communication Skills:** Communicate Long Standing Unsolved problems in commerce; and to show the importance of commerce in Socio- Economic Development.
- **Critical Thinking:** Apply the analytical and decision-making skills to various problems appearing in different branches of Commerce and Business.
- **Problem Solving:** Detect the problem originating in the diverse management areas such as Finance, Marketing, Human Resource, and Taxation; examine the problem, analyze and synthesize data and derive inferences to comprehend solutions to the problems.
- **Research related Skills:** Identify, formulate and analyze socio-economic and environmental problems to arrive at substantiated conclusions for sustainable development using the fundamental principles of various branches of Commerce and Business.
- **Digital literacy:** Use various technical ICT tools for exploring, analyzing and using the information for business purposes for global competency.
- **Analytical reasoning:** Develop disciplinary knowledge and tactical depth-ness, with a broader skill set and encourage them to seek out resolute, innovative solutions for dynamic business.
- **Moral & Ethical Awareness:** Ascertain Unethical Behaviour, falsification, and manipulation of information in business and managing self and various social systems.
- **Lifelong Learning:** Demonstrate knowledge and understanding of management principles and apply these to one's own profession / career. Capability to work independently in diverse projects and ensure detailed study of various facets Commerce and Business.
- **Leadership & Teamwork:** Work effectively with groups and individuals and take lead in implementation of plans in various fields of commerce and its allied sectors.
- **Environment and Sustainability:** Understand the impact of the professional accounting solutions in societal and environmental contexts, and demonstrate the knowledge of and need for sustainable development

Bachelor of Management Studies (BMS) Programme

Program specific objectives (PSO's): By the end of the program, a students should be able to-

- Apply their knowledge and skills of management and technology in the planning, and supervision of works in related organizations.
- Solve problems critically, logically, creatively and analytically based on sound facts and ideas.
- Communicate effectively across arrangements of contexts and audiences.

Course Outcome: By the end of the course, a student should be able to:

- Apply their knowledge and skills of management and technology in the planning, and supervision of works in related organizations.
- Solve problems critically, logically, creatively and analytically based on sound facts and ideas.
- Communicate effectively across a range of contexts and audiences.

FYBMS

(To be implemented from Academic Year-2023-2024)

Course Type	Course Code	Course Title	Weekly Lecture (Hrs.)	Credits	CIE Marks	SEE Marks	Total
Major/Minor	MS101	Fundamentals of Management	4	4	40	60	100
Open Elective	MS102	Foundation of Human Skills	4	4	40	60	100
VSC	MS103	Venture creation and development	2	2	20	30	50
SEC	MS104	Management Information System-I	2	2	20	30	50

Syllabus of Courses of Bachelor of Management Studies (BMS)

Program meat Semester I

With Effect from the Academic Year 2023-2024

(Major/ Minor)

MS101.Fundamentals of Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Nature of Management	15
2	Planning and Decision Making	15
3	Organizing	15
4	Directing, Leadership, Coordination and controlling	15
Total		60

Course Outcomes:

1. Understand meaning, nature and scope of Management.
2. Remember the historical forces on the current practices of management.
3. Apply the Management planning process and how it affects future managers.
4. Annalise different leadership styles.
5. Evaluate the recent trends in management.
6. Express the techniques of decision making.

CO PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	1	-	1	-	1	-	-	-	-	2	-	2	2	-t
CO2	2	1	-	-	-	-	-	-	-	-	-	-	-	-
CO3	2	-	-	-	-	-	-	-	2	-	-	-	-	-
CO4	1	2	-	-	-	-	-	-	-	2	-	-	-	-
CO5	2	-	-	-	2	-	-	-	-	-	-	-	-	-
CO6	1	-	-	2	-	-	-	-	-	-	-	-	-	-

Sr. No.	Syllabus
1	Nature of Management
	<ul style="list-style-type: none"> • Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid. • Evolution of Management thoughts, Contribution of FW Taylor, Henri Fayol and Contingency Approach.
2	Planning and Decision Making
	<ul style="list-style-type: none"> • Planning: Meaning, Importance, Elements, Process, Limitations and MBO. • Decision Making: Meaning, Importance, Process, Techniques of Decision Making.
3	Organizing
	<ul style="list-style-type: none"> • Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations • Departmentation: Meaning, Basis and Significance • Span of Control: Meaning, Graicunas Theory, Factor affecting span of Control Centralization vs. Decentralization • Delegation: Authority & Responsibility relationship

4	Directing, Leadership, Coordination and Controlling
	<ul style="list-style-type: none">● Directing: Meaning and Process● Leadership: Meaning, Styles and Qualities of Good Leader● Coordination as an Essence of Management● Controlling: Meaning, Process and Techniques● Recent Trends: Green Management & CSR

Syllabus of Courses of Bachelor of Management Studies (BMS)
Program meat Semester I
With Effect from the Academic Year 2023-2024

(Open Elective)

MS102. Foundation of Human Skills

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Understanding of Human Nature	15
2	Introduction Group Behaviour	15
3	Organizational Culture and Motivation at workplace	15
4	Organizational Change, Creativity and Development and Work Stress	15
Total		60

Course Outcomes:

1. Recall the States of Group Development (1)*
2. Describe the types of thinking styles. (2)*.
3. Develop to respond to conflicts (3)*
4. Differentiate Intelligence and Emotional Intelligence. (4)*
5. Determine the Causes of Political Behaviour (5)*
6. Combine the Learning of motivation theories (6)*

CO PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	1	1	1	2	1	-	-	1	-	2	-	2	2	3
CO2	1	1	2	-	-	-	-	-	1	1	-	-	-	-
CO3	1	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	2	-	1	-	-	-	-	-	-	-	-	-	-	-
CO5	-	1	-	-	-	-	-	-	-	-	1	-	-	-
CO6	-	-	-	-	-	-	-	-	-	1	1	-	-	-

Sr. No.	Syllabus
1	<p>Understanding of Human Nature</p> <ul style="list-style-type: none"> ● Individual Behaviour: Concept of a man, individual differences, factors affecting individual differences, Influence of environment ● Personality and attitude: Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational behaviour like authoritarianism, locus of control, Machiavellianism, introversion-extroversion achievement orientation , self- esteem, risk-taking, self-monitoring and type A and B personalities, Concept of understanding self through JOHARI WINDOWS, Nature and components of attitude, Functions of attitude, Ways of changing attitude ,Reading emotions ● Thinking, learning and perceptions: Thinking skills, thinking styles and thinking hat, Managerial skills and development, Learning characteristics, theories of learning (classical conditioning, operant conditioning and social learning approaches), Intelligence, type (IQ, EQ,SQ,atworkplace),Perceptionfeaturesandfactorinfluencingindividualperception,Effectsof perceptualerrorinmanagerialdecisionmakingatworkplace.(Errorssuchas Halo effect, stereotyping, prejudice at tributional).
2	<p>Introduction to Group Behaviour</p>

	<ul style="list-style-type: none"> ● Introduction to Group Behaviour <ul style="list-style-type: none"> ▪ Group Dynamics: Nature, types, group behavior model (roles, norms, status, process, structures) ▪ Team effectiveness: nature, types of teams, ways of forming an effective team. ▪ Setting goals. ● Organizational processes and systems. <ul style="list-style-type: none"> ▪ Power and politics: nature, bases of power, politics nature, types, causes of or generational politics, political games. ▪ Organizational conflicts and resolution: Conflict features, types, causes leading to organizational conflicts, levels of conflicts, way store solve Conflicts through five conflict solution strategies with outcomes.
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3	Organizational Culture and Motivation at workplace
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	<ul style="list-style-type: none"> ● Organizational Culture: <ul style="list-style-type: none"> ▪ Characteristics of organizational culture. ▪ Types, functions and barriers of organizational culture ▪ Ways of creating and maintaining effective organization culture ▪ F. Herzberg Dual Factor ▪ McGregor theory X and theory Y. <p>Ways of motivating through carrot (positive reinforcement) and stick (negative reinforcement) at the workplace.</p>
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4	Organisational Change, Creativity and Development and Work Stress
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	<ul style="list-style-type: none"> ● Organisational change and creativity: Factors leading/influencing organizational change, Kurt Lewis model of organizational change and development, Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative Problem solving. ● Organisational Development and work stress: Need for organizational development, OD
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Syllabus of Courses of Bachelor of Management Studies(BMS)
Programme Semester I
with Effect from the Academic Year 2023-2024

Vocational Skill Courses (VSC)

MS 103. Venture Creation and Development

Sr.No.	Modules	No. Of Lectures
1	Entrepreneurship	15
2	Entrepreneurship Development and Leadership	15
3	New Venture Planning	15
4	Financing Venture	15
5	Issues For Ventures	15

Course Outcomes:

1. Understand the meaning of entrepreneur and entrepreneurship.
2. To define characteristics of entrepreneurship development and leadership.
3. To acquire the knowledge and skills needed for new venture planning.
4. Criteria for evaluating new venture proposals.
5. To understand the legal, financial and operational aspects of starting a venture.
6. Able to analyze market trends, customer needs, competitive landscape to determine the viability and potential for success of new ventures.

CO PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	-	-	-	1	-	-	-	-
CO2	1	-	-	-	-	-	-	-	-	2	-	-	-	-
CO3	2	-	1	-	1	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	-	-	1	-	-	-	-	-
CO5	1	-	-	-	-	-	-	1	-	-	-	-	-	-
CO6	1	-	-	-	-	-	-	-	-	-	-	-	-	-

Sr. No.	<u>Syllabus</u>
1	<u>Entrepreneurship:</u>
	Meaning of Entrepreneurship Definition of Entrepreneurship Entrepreneur and Enterprise Differences between Entrepreneurship, Entrepreneur and Enterprise Functions of Entrepreneur, Types of Entrepreneurs Factors Influencing Entrepreneurship Qualities of an Entrepreneur Types of Entrepreneurs Entrepreneurship Development Need of Entrepreneurship Development Problems of Entrepreneurship Development National Entrepreneurship Development, State Level Institutions, Government Support for Institutions In India.
2	<u>Entrepreneurship Development And Leadership:</u>

	<p>Introduction Types of start-ups Entrepreneurial Class Theories Entrepreneurial Training EDP Programmes Characteristics of Entrepreneurial Leadership Components of Entrepreneurial Leadership International Entrepreneurship Opportunities and Challenges Entrepreneurial Challenges Source of Innovative Ideas Entrepreneurship Creativity, Techniques for Generating Ideas, Impediments to Creativity</p>
3	<p><u>New Venture Planning:</u></p>
	<p>Meaning of Venture, Definition of Venture Objectives of Venture, Characteristics of Venture Types of Venture, Stages of Venture Methods to Initiate Ventures Acquisition of Venture Advantages of Acquiring an Ongoing Venture Examination of Key Issues Franchising, How a Franchise Works, Franchising Law, Evaluating of Franchising Opportunities Developing a Marketing Plan Customer Analysis Sales Analysis Competition Analysis Steps in Marketing Research Business Plan Benefits of Drivers Perspectives In Business Plan Preparation Elements of a Business Plan, Business Plan Failures Challenges in Indian Market for Ventures and Franchisees</p>
4	<p><u>Financing Venture:</u></p>
	<p>Introduction, Meaning Financing Stages, Sources of Finance, Venture Capital Criteria for Evaluating New Venture Proposals Evaluating Venture Capital Process of Venture Capital Sources of Financing for Indian Entrepreneurs</p>
5	<p><u>Issues For Ventures:</u></p>
	<p>Introduction Legal Issues Forming Business Entity Considerations and Criteria Requirements for Formation of a Private/Public Limited Company Intellectual Property Protection Patents, Trademarks, Copyrights Importance for Startups</p>

	<p>Legal Acts Governing Business in India Opportunities for Startups in India Challenges for Startups in India</p>
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Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester I
With Effect from the Academic Year 2023-2024
Skill Enhancement Courses (SEC)

MS104. Management Information System- I

Modules at a Glance

Sr. No.	Modules	No.of lectures (Instructional+Notional)
1	Introduction to Computer	15(12+3)
2	Introduction to IT Support in Management	15(12+3)
		30

Course Outcome

1. To understand the basics concepts of computer system
2. To know the uses of computers in various fields
3. To understand the computer process
4. To understand characteristics of computer
5. To do the classification of computer
6. To discuss various generations of computers
7. Describe various Web browser
8. To understand Management Information System

CO PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	1	-	-	-	-	2	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	1	-	-	-	-	-	-	-	-
CO3	1	-	-	-	-	1	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	1	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	1	-	-	-	-	-	-	-	-
CO6	1	-	-	-	-	1	-	-	-	-	-	-	-	-
CO7	-	-	-	-	-	1	-	-	-	-	-	-	-	-
CO8	2	-	-	-	-	1	-	-	-	-	-	-	-	-

UnitNo.	Syllabus	
I	Introduction to Computer - Computer , Input and output devices , Use of Computer, Elements of the computer process, Hardware , software, Application software, Data , Characteristics of computers, Generations of computer, Classification of computer, Central Processing Unit, Memory Unit , RAM,ROM, Cache Memory, Flash Memory, Virtual Memory, Auxiliary Storage Devices, Magnetic Tape, Winchester Disk, Hard Disk, Floppy Disk, Zip Disk ,Jaz Disk, Superdisk, Optical Disk, Magneto-optical Drives, DVD, USB Flash Drive, Operating System, Measuring system performance, Process Management, Multitasking, Multithreading, Multiprocessing, time sharing, file Management, Some popular operating system	15(12+3)
II	Introduction to IT Support in Management- Introduction of internet, History of internet, Web Browser, Service Providers, Use of internet, Advantages and Disadvantages of internet, Ecommerce, Advantages and Disadvantages of ecommerce. Concept of E-commerce and M-Commerce,	15(12+3)

	Definition of E-commerce and M-Commerce, Business models of e-commerce: models based on transaction party (B2B,B2C,B2G, C2B, C2C, E-Governance) Concept of Data, Concept of Database, Management Information System (MIS) Decision Support Systems (DSS), Office Automation System (OAS), Major areas of IT Applications in Management, Concept of Digital Economy and Digital Organization Open Source Software-Concepts And Applications.	
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AC-//

Item No-



**Rayat Shikshan Sanstha's
KARMAVEER BHAURAO PATIL COLLEGE,
VASHI.NAVI MUMBAI
(AUTONOMOUS COLLEGE)**

Sector-15-A, Vashi, Navi Mumbai-400703

Syllabus for F.Y.B.M.S Program:

Bachelor of Management Studies

Course: F.Y.B.M.S.

**(Choice Based Credit, Grading and Semester System with effect
from the academic year 2023-2024)**

Preamble of the Syllabus:

In this era of dynamic and rapidly changing global business environment, it is essential to develop competent managerial talent for making resources productive and achieving high levels of competitiveness in organizations. The Programme aims at developing students with effective human, technical and conceptual skills, along with comprehensive knowledge of the core functional areas of management like finance, marketing, human resource management etc. This Programme frontiers of knowledge & standards of achievement to develop students as committed, responsible, ethical and active managers, honing their latent skills, spark their curiosity, developing leadership qualities and the ability to influence and change their organization and society as a whole in a positive, significant and whole some manner, thereby enabling them to reach their zenith of potentials.

PROGRAMME OUTCOMES OF UNDER GRADUATE PROGRAMME

Commerce graduate will able to:

- **Disciplinary Knowledge:** Built conceptual foundation and application skills in the area of accountancy, finance, management, research Marketing, Human Resource Management, Business and Corporate Law, economics, Finance, Accounting, Management, Tax, Investment, Insurance, and Banking seeking youth fit for Employment.
- **Communication Skills:** Communicate Long Standing Unsolved problems in commerce; and to show the importance of commerce in Socio- Economic Development.
- **Critical Thinking:** Apply the analytical and decision-making skills to various problems appearing in different branches of Commerce and Business.
- **Problem Solving:** Detect the problem originating in the diverse management areas such as Finance, Marketing, Human Resource, and Taxation; examine the problem, analyze and synthesize data and derive inferences to comprehend solutions to the problems.
- **Research related Skills:** Identify, formulate and analyze socio-economic and environmental problems to arrive at substantiated conclusions for sustainable development using the fundamental principles of various branches of Commerce and Business.
- **Digital literacy:** Use various technical ICT tools for exploring, analyzing and using the information for business purposes for global competency.
- **Analytical reasoning:** Develop disciplinary knowledge and tactical depth-ness, with a broader skill set and encourage them to seek out resolute, innovative solutions for dynamic business.
- **Moral & Ethical Awareness:** Ascertain Unethical Behaviour, falsification, and manipulation of information in business and managing self and various social systems.
- **Lifelong Learning:** Demonstrate knowledge and understanding of management principles and apply these to one's own profession / career. Capability to work independently in diverse projects and ensure detailed study of various facets Commerce and Business.
- **Leadership & Teamwork:** Work effectively with groups and individuals and take lead in implementation of plans in various fields of commerce and its allied sectors.
- **Environment and Sustainability:** Understand the impact of the professional accounting solutions in societal and environmental contexts, and demonstrate the knowledge of and need for sustainable development

Bachelor of Management Studies (BMS) Programme

Program specific objectives (PSO's): By the end of the program, a students should be able to-

- Apply their knowledge and skills of management and technology in the planning, and supervision of works in related organizations.
- Solve problems critically, logically, creatively and analytically based on sound facts and ideas.
- Communicate effectively across arrangements of contexts and audiences.

Course Outcome: By the end of the course, a student should be able to:

- Apply their knowledge and skills of management and technology in the planning, and supervision of works in related organizations.
- Solve problems critically, logically, creatively and analytically based on sound facts and ideas.
- Communicate effectively across a range of contexts and audiences.

FYBMS

(To be implemented from Academic Year-2023-2024)

Course Type	Course Code	Course Title	Weekly Lecture (Hrs.)	Credits	CIE Marks	SEE Marks	Total
Major/ Minor	MS151	Fundamentals of Marketing	4	4	40	60	100
Open Elective	MS152	Event Management	4	4	40	60	100
VSC	MS153	Basics of Finance	2	2	20	30	50
SEC	MS154	Management Information System-II	2	2	20	30	50

Syllabus of Courses of Bachelor of Management Studies (BMS)

Program meat Semester II

With Effect from the Academic Year 2023-2024

(Major/ Minor)

MS151. Fundamentals of Marketing

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Marketing	15
2	Marketing Environment, Marketing Research, MIS & Consumer Behavior	15
3	Industrial Buying Behavior and Marketing Mix Decisions	15
4	Segmentation, Targeting and Positioning and Trends In Marketing	15
Total		60

Course Outcomes:

1. Understand meaning, nature and scope of Management. [2]*
2. Remember the historical forces on the current practices of management. [1]*
3. Apply the Management planning process and how it affects future managers. [3]*
4. Analyse different leadership styles [4]*
5. Evaluate the recent trends in management [5]*
6. Express the techniques of decision making. [6]

CO PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	1	-	1	-	1	-	-	-	-	2	-	2	2	3
CO2	2	1	-	-	-	-	-	-	-	-	-	-	-	-
CO3	2	-	-	-	-	-	-	-	3	-	-	-	-	-
CO4	1	3	-	-	-	-	-	-	-	3	-	-	-	-
CO5	2	-	-	-	2	-	-	-	-	-	-	-	-	-
CO6	1	-	-	-	-	-	-	-	-	-	-	-	-	-

Sr. No.	Syllabus
1	<p>Introduction to Marketing</p> <ul style="list-style-type: none"> • Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's And 4C's of marketing. Marketing/Selling. Marketing an activity and function • Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. • Orientation Of Firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic Marketing.
2	<p>Marketing Environment, Research and Consumer Behaviour</p> <ul style="list-style-type: none"> • The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. • Macro Environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis) • Marketing Research: Meaning, features, Importance Of Marketing Research. Types Of Marketing Research: Product research; Sales research; consumer/customer research; production research • MIS: Meaning, features and Importance • Consumer Behaviour: Basic Stimulus Response methods, Meaning, feature,

	<p>importance, factors</p> <ul style="list-style-type: none"> • Methods Of Sales Forecasting
3	Industrial Buying Behaviour and Marketing Mix Decisions
	<ul style="list-style-type: none"> • Industrial buying behavior Decision Making Process. DMUs & its Composition • Factors Influencing Industrial Buying • Product: Product Mix, Product Line, Lifecycle, Product Planning-New Product Development, Failure of new product, Levels of product • Branding: Packaging Packaging, Role and Importance, Brand Management Brand equity; branding decisions • Pricing: Objectives, Factors influencing Pricing Policy and Pricing Strategy • Physical Distribution: Meaning, Factor affecting Channel Selection, Types of Marketing Channel • Promotion: Meaning and Significance of Promotion, Promotion Tools
4	Segmentation, Targeting and Positioning and Trends In Marketing
	<ul style="list-style-type: none"> • Segmentation–Meaning, Importance, Basis • Targeting–Meaning, Types • Positioning–Meaning–Strategies • New Trends In Marketing–Artificial Intelligence • E-marketing, Internet marketing and marketing using Social network • Social Marketing/Relationship Marketing • Field visit, Market fair (For Introducing Practical Approach)

Syllabus of Courses of Bachelor of Management Studies (BMS)

Program meat Semester II

With Effect from the Academic Year 2023-2024

(Open Elective)

MS152. Event Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Events	15
2	Successful Strategies	15
3	Event Marketing	15

4	Financing, Monitoring & Evaluation	15
Total		60

Course Outcomes:

1. To understand the role and purpose(s) of special events in the organizations.
2. To acquire an understanding of the techniques and strategies required to plan successful special events.
3. To acquire the knowledge and competencies required to promote, implement and conduct special events.
4. Awareness on the process of conducting events.
5. Planning and budgeting of the events.

CO PO MAPPING															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	1	1	-	-	-	-	-	-	1	-	-	-	-	-
CO3	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-
CO4	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-
CO5	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-

Sr.	Syllabus
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No.	
1	Introduction to Events
	<ul style="list-style-type: none"> ● Event – Meaning – Why Event Management? – Analysis of Event, Scope of Event, Decision Makers – Event Manager, Technical Staff – Establishing of Policies and Procedure – Developing Record Keeping Systems
2	Successful Strategies.
	<ul style="list-style-type: none"> ● Process of Strategy Making ● Strategy Contents ● Targets of the Event
3	Event Marketing
	<ul style="list-style-type: none"> ● Marketing Environment. ● Event Marketing Mix ● Marketing Strategy
4	Financing, Monitoring & Evaluation
	<ul style="list-style-type: none"> ● Introduction ● Budget ● Income & Financing ● Event Evaluation Process ● Hard & Soft Criteria

Syllabus of Courses of Bachelor of Management Studies (BMS)

Programme Semester II

with Effect from the Academic Year 2023-2024

Vocational Skill Courses (VSC)

MS153 Basics of Finance

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Finance	15
2	Accounting Transactions	15

Course Outcome:

- Define the concept of financial system
- Understand the accounting Policies
- Understand International Financial Reporting Standards
- Be aware about financial inventory.
- Define Accounting Transactions
- Understand Accounting in Computerized Environment

CO PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	-	-	-	-	2	-	-	-	1	-	-	-
CO2	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-
CO3	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	2	-	-	1	-	-	-	-	1	-	1	-
CO5	-	-	-	-	-	1	-	-	2	-	-	-	1	-	-
CO6	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1

Sr. No	Syllabus	No of Lectures
1	<ul style="list-style-type: none"> • Meaning and Scope of Accounting: Need and Development, Definition Book Keeping and Accounting, Persons interested in Accounting. Branches of Accounting. Objectives of Accounting • Accounting Principles: Introductions to Concepts and Conventions. 	15

	<ul style="list-style-type: none"> • Introduction to Accounting Standards: (Meaning and Scope) AS 1: Disclosure to Accounting Policies AS 6: Depreciation Accounting AS 9: Revenue Recognition AS 10: Accounting For Fixed Assets • International Financial Reporting Standards (IFRS): Introduction to IFRS IAS-1: Presentation of Financial Statements (Introductory Knowledge) IAS-2: Inventories (Introductory Knowledge) • Accounting in Computerized Environment Introduction, Features and Application in various Areas of Accounting 	
2	<p>Accounting Transactions</p> <ul style="list-style-type: none"> • Accounting Transactions: Accounting Cycle, Journal, Journal Proper. Opening and Closing Entries, Relationship between Journal and Ledger, Rules regarding Posting Trial Balance, Subsidiary Books (Purchase, Purchase Returns, Sales, Sales Returns and Cash Book - Triple Column), • Expenditure: Classification of Expenditure Capital, Revenue and Deferred Revenue Expenditure Unusual Expenses: Effects of Error Criteria Test • Receipts: Capital Receipt, Revenue Receipt, Distinction between Capital Receipts and Revenue Receipts • Profit or Loss: Revenue Profit or Loss, Capital Profit or Loss • Preparation of Trial Balance: Introduction and Preparation of Trial Balance 	15

***Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester II
With Effect from the Academic Year 2023-2024
Skill Enhancement Courses (SEC)***

MS154. Management Information System- II

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction ERP/E-SCM/E-CRM	15
2	Introduction to DBMS and Data warehousing	15
		30

Course Outcome

1. To understand the basics concepts of ERP
2. To know the uses of MIS in various fields
3. To understand the E-CRM, E-SCM
4. To understand characteristics data warehouse and data mining
5. Describe various areas for implantation of ERP
6. To understand Management Information System

Unit No.	Syllabus	
I	<p>ERP/E-SCM/E-CRM: Concepts of ERP, Architecture of ERP, Generic modules of ERP, Applications of ERP ,ERP Implementation concepts , ERP life cycle , Concept of XRP (extended ERP), Features of commercial ERP software, Study Of SAP, Oracle Apps, MS Dynamics NAV, People soft , Concept of E-CRM, E-CRM Solutions and its advantages, How technology helps? CRM Capabilities and customer Lifecycle, Privacy Issues and CRM , Data Mining and CRM,CRM and workflow Automation ,Concept of E-SCM, Strategic advantages, benefits, E-SCM Components and Chain Architecture, Major Trends in E-SCM, Case studies ERP/SCM/CRM</p>	15
II	<p>Introduction to DBMS , Data warehousing and Data Mining Meaning of DBMS, Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, schema architecture, data independence. Practical on DBMS with the help of software (For e.g. SQL Server 2008 R2, Access) Data Warehousing and Data Mining Concepts of Data warehousing, Importance of data warehouse for an organization Characteristics of Data warehouse Functions of Data warehouse Data warehouse architecture Business Use of data warehouse Standard Reports and queries Data Mining, The scope and the techniques used Business Applications of Data warehousing and Data Mining Introduction to Outsourcing Meaning of Outsourcing, Need for outsourcing Scope of Outsourcing. Outsourcing: IT and Business Processes</p>	15