

SNDT Women's University

BMS –Revised Syllabus Details

Name of the Course : **Bachelor of Management Studies
(BMS)**

Duration : **3 years**

Number of Semesters : **6**

Credit per paper : **4**

Total Number of
Papers in 6 Semesters : **30**

Total Credits : **120**

Structure : **As given below**

BMS –Revised Syllabus Structure

Sem	General	Finance	Marketing	HRM	Economics	Prod/ Ops	Computers	QT/ Vocational
I	(1) Principles of Management (2) Business Communication	(3) Financial Accounting	(4) Principles of Marketing		(5) Economics-I			
II			(1) Marketing Management	(2) Organisational Behaviour	(3) Economics - II		(4) Introduction to ICT	(5) Introduction to Quantitative Tecniques
III	(1) Business Laws	(2) Cost and Management Accounting		(3) HRM		(4) Fundamentals of Production & Operations Mgt		(5) Quantitative Techniques for Business
IV	(1) Strategic Management	(2) Financial Management	(3) Consumer & Buyer Behaviour			(4) Quality Management		(5) Vocational paper (Choose one) (a) Entrepreneurship Development &Event Management (b) Entrepreneurship Development &Stock Market Operations (c) Entrepreneurship Development &Digital Marketing (d) Entrepreneurship Development &Tourism Management (e) Entrepreneurship Development & Rural Marketing (f) Entrepreneurship Development & Logistic (g) Entrepreneurship Development & Insurance
V		(1) Auditing & Taxation (2) Banking &Financial Services	(3) Integrated Marketing Communication (4) BrandMgmt	(5) Industrial Relations (6) Human Resource Development				(7) Advanced Quantitative Methods for Business
VI		(1) Security Analysis and Portfolio Management (2) Advanced Financial Management	(3) International Business (4) Retail Management	(5)International HRM (6) Talent Mgmt.				(7) Project

Sem I

No.	Course Code	Title of the Paper	Marks	Credits
1.	1001	Principles of Management	100	04
2.	1002	Business Communication	100	04
3.	1003	Financial Accounting	100	04
4.	1004	Principles of Marketing	100	04
5.	1005	Economics-I	100	04

Sem II

No.	Course Code	Title of the Paper	Marks	Credits
1.	2001	Marketing Management	100	04
2.	2002	Organizational Behavior	100	04
3.	2003	Economics - II	100	04
4.	2004	Introduction to ICT	100	04
5.	2005	Introduction to Quantitative Techniques	100	04

Sem III

No.	Course Code	Title of the Paper	Marks	Credits
1.	3001	Business Laws	100	04
2.	3002	Cost & Management Accounting	100	04
3.	3003	Human Resource Management	100	04
4.	3004	Fundamentals of Production & Operations Management	100	04
5.	3005	Quantitative Techniques for Business	100	04

Sem IV

No.	Course Code	Title of the Paper	Marks	Credits
1.	4001	Strategic Management	100	04
2.	4002	Financial Management	100	04
3.	4003	Consumer & Buyer Behaviour	100	04
4.	4004	Quality Management	100	04
5.	40015	Entrepreneurship Development & Event Management	100	04
	40025	Entrepreneurship Development & Stock Market Operations	100	04
	40035	Entrepreneurship Development & Digital Marketing	100	04
	40045	Entrepreneurship Development & Tourism Management	100	04
	40055	Entrepreneurship Development & Rural Marketing	100	04
	40065	Entrepreneurship Development & Logistic	100	04
	40075	Entrepreneurship Development & Insurance	100	04

SEMESTER I

Semester: I
Paper No: 1
Course Code: 1001
Paper: Principles of Management
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study OR / AND Quizzes	Case Solution / Quiz Score	10
Book Review OR Assignments on well-known business personality	Review Report / presentation	15
	Total	25

Objectives:

This paper is intended to enable the students to gain broad understanding of management and various managerial functions.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	Nature and Scope of Management Meaning, significance and objectives of Management, Management as a process, management as-an-art, science and profession	07	25
	2.	Schools of Management Thought Classification of various schools of Management thought with special emphasis on the new classical school	08	
II	3	Planning Meaning, importance, elements, process, forecasting, MBO.	07	25
	4	Organizing and Staffing Meaning, importance, process, types of organizations Staffing, meaning, sources of recruitment and selection process	08	

III	5.	Motivation – meaning, importance and theories of motivation (Maslow’s theory and Theory X and Y)	07	25
	6	Leadership – meaning, importance and leadership styles	08	
IV	7	Communication – Meaning, importance, types, process	07	25
	8	Control – meaning, importance, process and effective control system and control techniques.	08	
Total			60	100

Reference Books:

- 1 Essentials Of Management Harold Koontz & Cyril O’Donnel, 5th Edition
Tata McGraw Hill, 2000
- 2 Management Concepts and OB, P. S. Rao and N. V. Shah, 1st Edition Ajab Publisher
- 3 Principles of Management, Tripathi P.C., Tata McGraw Hill 2006
- 4 Personnel Management, N.D. Gami, New Popular Publication, 2010
- 5 Principles of Management, Ramaswamy, Himalaya Publishing House, 2008

Semester: I

Paper No: 2

Course Code: 1002

Paper: Business Communication

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment / Quiz / Debate	Score	10
Written test on Report Writing / Trade Letters	Marks	15
Total		25

Objectives:

The student understands the importance of the communication, applies concepts to enhance in oral, written and electronic communication skills and personal productivity.

Module	No.	Topics	Contact Hours	Marks/ Weight
I	1.	Concept of Communication Meaning, Definition, Process, importance and channels of communication, communication role in Mgt. technological advancement in communication.	07	25
	2.	Modes of Communication Methods: Verbal and Nonverbal, types, characteristics,	08	
II	4.	Modes: Verbal and Non-verbal communication, advantage and disadvantage, E- Communication and telephone etiquette.	7	25
	5.	Barriers to Communication Different types of barriers to communication. Ways to Overcome these Barriers, Confidence building by organizing debate and Speeches and role plays.	08	
III	7.	Developing writing skills Report writing: academic, Business, Project Format, content and difference between the types of report.	07	25
	8.	Trade letters: Letter of Order and reply, Inquiry and reply, Complaints, adjustment, Sales and credit letter	08	
IV	7.	Grammar Punctuation, Phrases and idiom, word formation, conjunctions and preposition. Self-Preparation, Library Work,	15	25
		Total	60	100

Reference Books:

1. Business communication, RaiUrmila&Rai, Himalaya publishing House, Mumbai 2006
2. Principles and practice of business communication, Aspi Doctor and Rhoda Doctor Seth Publications 2008
3. Business Communication, Raman Meenakshi& Singh Prakash, Oxford University Press, Mumbai.2008
4. Grammar book, Wren and Martin, Tata McGraw hill

Semester: I
Paper No: 3
Course Code: 1003
Paper: Financial Accounting
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Visiting a proprietary manufacturing or trading concern; obtaining Purchase and Sales Book OR Case Study	Purchase and Sales Book evaluation / Case Solution	10
Written Test based on problems on Journal Entries or Final Accounts	Score	15
	Total	25

Objectives:

This paper will enable the student to understand the basics of accountancy, learn the use of Computer software packages in preparing final accounts.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	Introduction to Book Keeping and Accountancy: Basic terms used in financial accounts. Accounting Concepts and Conventions. (Theory)	07	
	2.	Journal: Meaning, Types, General Journal Problems. Special Journal that is Cash Book.	08	
II	4.	Ledger and Trial Balance: (Theory and Problems)	05	25
	5.	Bank Reconciliation Statement. (Theory and Simple Problem)	10	
III	6.	Final Accounts of Sole Proprietor and Partnership Firm(theory & simple problems)	15	25

IV	7.	Computerized Accounting: Introduction, Features and Accounting Software.(Tally) version-ERP-9	15	25
		Total	60	100

Reference Books:

- 1 Book-keeping and Accountancy, Amitabha Mukherjee & Mohammad Hanif, TMH Publications, 2003
- 2 Book-keeping and Accountancy, Choudhary & Chopde, Seth Publications, 2012
- 3 Book-keeping and Accountancy, Aina Pure, Manan Prakashan, 2012
- 4 Elements of Accounts, T.S. Grewal, S. Chand & Co., 2007

Semester: I
Paper No: 4
Course Code: 1004
Paper: Principles of Marketing
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study OR Data collection related to consumer behaviour	Case Solution / Presentation	10
Assignment on Branding or Segmentation or Competitive Strategies	Presentation	15
	Total	25

Objectives:

The student will gain broad exposure to both the theoretical and practical aspects of Marketing Management.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	Understanding the Basics Concept of Need, Want and Demand Concept of Product and Brand Business Environment in India	06	25
	2.	Overview of Marketing Introduction to Markets Various types of Markets Origin of Marketing Various Definitions of Marketing Role of Marketing and its Relevance Various Marketing Concepts	09	
II	4	The Marketing Concept Differentiate between Selling and Marketing Marketing Philosophies The Marketing Environment Need for Environment Analysis Nature of the Marketing Environment	06 09	25
	5.	Understanding Macro and Micro Environment		
III	7.	SWOT Analysis Concept of SWOT Advantage of SWOT Utility of SWOT Analysis <i>(Use Case Study for Discussion)</i>	15	25

IV	9.	Marketing in the New Economy Introduction to B2B Introduction to B2C Introduction to E-Marketing	15	25
		Total	60	100

Reference Books:

- 1 Marketing Management Philip Kotler, Prentice Hall, 2007
- 2 Marketing Management, Rajan Saxena, Tata McGraw Hill, 2010
- 3 Marketing Management, Bholanath Dutta, Excel Books, 2010
- 4 Marketing Management, VS Ramaswamy & S Namakumari, Macmillan, 2008

Semester: I
Paper No: 5
Course Code: 1005
Paper: Economics-I
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study OR Quizzes	Case Solution / Quiz Score	10
Project on demand analysis of a specific product / Project on Market Structure	Project report with or without presentation	15
	Total	25

Objectives:

The student will gain a broad understanding of economics from the management perspective.

Module	No.	Topics	Contact Hours	Weightage (%)
I	2.	Introduction to Economics - Meaning and Nature of Economics, Scope, Importance	15	25
		Demand Analysis - Demand Theory, Determinants of Demand Theory, Elasticity of Demand, Types: Price, Income and Cross Elasticity of Demand		
II	4.	Theory of Consumer Behaviour - Marginal Utility, Law of Diminishing Marginal Utility, Indifference Curve - Properties	07	25
	5.	Cost Concepts- Fixed Cost, Average Cost, Average Fixed Cost, Average Variable Cost, Marginal Cost, Total Cost	08	
III	7.	Production Function - Short run and long run production function, Isoquant, Economies of scale, Returns to scale	15	25
	8.	Market Structures - Meaning and Features of Perfect Competition		

IV	10	Monopoly, Monopolistic Competition and Oligopolistic Competition	15	25
		Total	60	100

Reference Books:

1. Business Economics, S.C. Patra, S. Chand, 2009
2. Introduction to Micro Economics, Cauvery, S. Chand, 2003
3. Advance Economic Theory, D. M. Mithani, Himalaya Publication, 2008
4. Theory of Micro Economics Analysis, H. L. Ahuja S. Chand, 14th edition

SEMESTER II

Sem - II

Paper No: 1

Course Code: 2001

Paper: Marketing Management

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment AND/OR Case Study	Scores	10
Project on Market Research	Report with or without presentation	15
	Total	25

Objective:

The student will gain understanding of the elementary aspects of marketing management.

Module	No.	Detailed Syllabus	Contact Hours	Marks/Weight
I	1.	Understanding Key Concepts Revision of Key Concepts of Marketing as discussed in Semester I	05	25
	2.	Identifying Market Segments and Targets Introduction to Segmentation Effective Segmentation Levels of Market Segmentation Basis for Segmentation Advantages of Segmentation Marketing Targeting <i>Use Case Study for Discussion</i>	10	
II	4.	Positioning Introduction to Positioning Positioning Planning Steps in Positioning	08	25
	5.	Advantages of Positioning <i>Use Case Study for Discussion</i> Market Research Introduction to Market Research Reasons for Market Research Objectives and Importance of Market Research	07	

		The Marketing Research Process Applications of Market Research		
	6.	Analysing Consumers Introduction to Consumer Behaviour Factors influencing Consumer Behaviour The Buying Decision Process Understanding Buyer Behaviour		
III	8.	Nature and Characteristics of Indian Consumer <i>Use Case Study for Discussion</i> Pricing Introduction to Pricing Utility, Value and Pricing	07	25
	9.	Factors affecting pricing decisions 5Cs of Pricing Pricing Objectives		
	10.	New Product Decisions Concept of New Product Development Challenges in New Product Development The process of New Product Development	08	
IV	12	Product Life Cycle Introduction to PLC	07	25
	13	Concept of PLC Actions at various stages of PLC <i>Use Case Study for Discussion</i>	08	
		Total	60	100

Reference Books:

- 1 Marketing Management, Philip Kotler, Prentice Hall, 2007
- 2 Marketing Management, RajanSaxena, Tata McGraw Hill, 2010
- 3 Marketing Management, BholanathDutta, Excel Books,2010
- 4 Marketing Management, VS Ramaswamy& S Namakumari, Macmillan, 2008

Sem - II
Paper No: 2
Course Code: 2002
Paper: Organisational Behaviour
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment AND/OR Case Study	Scores	10
Project on Market Research	Report with or without presentation	15
	Total	25

Objectives:

The student understands various aspects of human behavior in relation with the organizational culture.

Module	No.	Topics	Contact Hours	Marks/Weight
I	1.	Introduction to OB and individual behavior, concept of organization behavior, Significance of OB , and approaches in OB	07	25
	2.	Personality ,attitudes and Emotions Meaning of Personality, Personality Traits, Development of Personality and Specialization emotions.	08	
II	4.	Components of attitude, Functions of attitudes and changing attitudes.	03	25
	5.	Emotions- meaning, felt versus displayed emotions, emotion dimensions, gender &	04	
	6.	Group Dynamics :Formal and Informal groups, Dynamics of group formation,	05	

III	8.	Team: types of team, and essentials of effective teams.	06	25
	9	Organisational outcomes Power – Dynamics , Sources , & Ethics, Ethics of power and Politics	06	
IV	11.	Conflicts & Negotiations Nature of Conflict	04	25
	12	Conflict Resolution & Negotiation techniques Managing Conflict	04	
	13	Organizational stress Meaning & Definition ➤ Causes & Effect ➤ Coping Strategies	04	
		Total	60	100

Reference Books:

1. Organisational Behaviour, Stephen Robbins, Prentice Hall of India, 2010
2. Organisational Behaviour, Nelson, Debra L and James C, Cengage Learning India Pvt Ltd., 2010
3. Organisational Behaviour, Fred Luthans, McGraw Hill., 2011
4. Understanding Organizational Behaviour, Pareek Udai, Oxford University Press. , 2010
5. Organisation Theory and Behaviour, Singh B. P. and Chhabra T. N, Dhanpat Rai and Co. (p) Ltd., 2012

Semester: II
Paper No: 3
Course Code: 2003
Paper: Economics -II
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study OR Quizzes	Case Solution / Quiz Score	10
Project on demand analysis of a specific product or on Market Structure	Project report with or without presentation	15
	Total	25

Objective:

The student will learn about the practical aspects of Economics.

Module	Unit	Topics	Contact Hours	Marks/Weight
I	1.	Introduction to Business Economics- Meaning & Scope of Micro & Macro Economics, Functions of Micro & Macro Economics, Difference between Micro & Macro Economics	06	10
	2	National Income- Meaning, GDP, NNP, Per Capita Income, GNP, PDI, Difficulties in measurement of National Income, Measurement of National Income	09	15
II	3	Money- Meaning, Functions, Constituents of Money, Role of RBI in money control with special reference to CRR, SLR	15	25
	4	Inflation- Meaning, Open Inflation, Types of Inflation, Distinguish between Demand Pull and Cost Push, Impact of Inflation on the economy		
	5	Self-Preparation, Library Work, Industrial visits, Field visits, etc.		

III	6 7	, Concept of Black Money Monetary & Fiscal Policy- Definition of Monetary Policy, Instruments- OMO, Bank Rate, Reserve Requirement changes, Selective Credit Control, Problems in monetary policy	15	25
IV	8	Fiscal Policy- Definition, Instruments- Taxation, Public Borrowings, Forced Saving, Public Expenditure, Problems in Fiscal Policy	15	25
Total			60	100

Reference Books:

1. Principle of Macro Economics, Rangarajan, Himalaya Publishing House, 2010
2. Monetary Economics, Suraj B. Gupta, S Chand Publication, 2010
3. Macro Economics Theory & Policy, Dr.H.L.Ahuja, S Chand Publication, 2008
4. Advanced Economic Theory, Misra&Puri, Himalaya Publishing House 2007, 4th edition,

Semester: II

Paper No: 4

Course Code: 2004

Paper: Introduction to ICT

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Surprise Test / Tests	Score	10
Assignment on MS Word or Power point	Presentation	15
Total		25

Objectives:

The student will gain a broad understanding of the fundamentals of computers and the practical use of computers in various business applications

Module	No.	Topics	Contact Hours	Weight age (%)
I	1.	<u>Basic Concepts of Computer</u> Introduction to Computers Define Data, Instruction, Information Basics of Hardware and Software Characteristics of Computers Evolution of Computer Generation of Computers Various fields of application of Computers	04	25
	2.	<u>Programming Languages</u> System Software and Applications Operating System Functions of OS Types of OS File System Knowledge and application of OS Computer Security	04	
	3.	<u>Computer Organization</u> Block Diagram of Computer system: <u>Central processing unit, main memory unit</u> Input-Output Devices Primary memory <u>Memory representation</u> <u>Memory hierarchy</u> <u>Random access memory</u> <u>Types of RAM</u> <u>Read-only memory</u> <u>Types of ROM</u> Secondary storage <u>Classification of secondary storage devices</u> <u>Magnetic tape</u> <u>Magnetic disk</u> <u>Optical disk</u> Mass Storage Device	07	
II	4	<u>Introduction to MS-Word –</u> Introduction to Word Processing, Features Formatting Documents Paragraph Formatting Indents, Page Formatting Header and Footer Bullets and Numbering, Tabs Tables Formatting the Tables Finding and Replacing Text Mail Merging etc.	7	25

	5	<u>Introduction to MS PowerPoint –</u> PowerPoint Features of MS PowerPoint Clipping Slide Animation Slide Shows Formatting etc.	08	
III	6	<u>Introduction to ms-excel –</u> Introduction to electronic spreadsheets Feature of ms-excel Entering data Entering series Editing data Cell referencing Ranges Formulae Functions Auto sum Copying formula Formatting data Creating charts Creating database Sorting data Filtering etc.	<u>15</u>	25
IV	7.	<u>Internet and its Usage</u> Internet and Its Applications <ul style="list-style-type: none"> ▪ What is Internet ▪ Internet applications and Services ▪ Types of Internet Connections Web Browsing <ul style="list-style-type: none"> ▪ Types of Web Browser ▪ File Transfer Protocol (FTP) ▪ File downloading and Uploading ▪ Web 2.0 and Web 3.0 Internet Communications <ul style="list-style-type: none"> ▪ E-Mail ▪ website surfing and Business applications of EDI ▪ Netiquette ▪ Cyber crime and Cyber Law ▪ Green Computing ▪ Social networking ▪ Instant Messaging <ul style="list-style-type: none"> ▪ Internet Chatting ▪ Internet telephony ▪ Skype 	15	25
		Total	60	100

Reference Books:

- 1 Computer Fundamentals, P. K. Sinha, Fourth Edition, BPB Publication, New Delhi
- 2 Office 2007 in Simple Steps, Kogent Solutions Inc., Dreamtech Press, 2008
- 3 Introduction to Computer Science, IITL Education Solutions Limited, Pearson Education India, 2011
- 4 Introduction to Computers, Peter Norton, Sixth Edition, McGraw Hill

Semester: II**Paper No: 5****Course Code: 2005****Paper: Introduction to Quantitative Techniques****Marks: 100 (Internal 25 + External 75)****Credits: 4****Semester End Examination: 75 Marks****Continuous Internal Evaluation: 25 Marks****Duration of the Exam: 3 hours****Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment	Assignment score	10
Written test	Paper evaluation	15
	Total	25

Objectives:

The students understands the basic Mathematical concepts and to apply Mathematical concepts in management.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	Determinant and matrices Simple problems of determinant, crammer's rule of solving equations(two variables only) Addition and multiplication of matrices, inverse matrix, equation solving by using	15	25
II	2	Linear programming Formation of Linear programming, problems and solution of linear problems by graphical method up to two variables.	15	25

III	3	Limit and differentiation Simple problems of limits, definition of derivative, rules derivatives(sum, product, quotient), simple problems (exclude trigonometric functions) application of differentiation in business (average cost, marginal cost, marginal revenue, optimization of profit, maximum minima functions in economics)	15	25
IV	4	Integration and its business application finite and infinite integration, producer's and consumer's surplus, (excluding trigonometric function)	15	25
		Total	60	100

Reference Books

- 1 Business Statistics, Naval Bajpai, Pearson
- 2 Business Mathematics, ZameeruddinKazi, Vijay Khanna, S K Bhambri, Vikas Publication
- 3 Business Statistics, J K Sharma, Pearson