

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

<b>Program: F.Y.B.Com. (Hons.)</b>	<b>Semester : I</b>
<b>Course : Business Communication</b>	<b>Code: 7401B001</b>

<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Credit</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
60	0	0	4	50	50

**Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up**

<b>ICA 1</b>	<b>ICA 2</b>	<b>ICA 3</b>
<b>Writing Skills Exercises (SOP/Letter Writing/Other Writing Exercises based on the Modules)</b>	<b>Presentations (Testing Listening, Speaking, Reading and Writing Skills)</b>	<b>Quiz/Viva and Class Participation Activities (Discussions on case studies / pre-reading and post-reading material)</b>
<b>15 marks</b>	<b>20 marks</b>	<b>15 marks</b>

**Learning Objectives:**

1. The course helps to develop an understanding of the complexity and challenges involved in the communication process.
2. The course is designed to enhance listening, speaking, reading and writing skills amongst students.
3. Acquiring Conceptual Clarity of Various Functional Areas (in the business context).
4. Demonstrate Effective Oral and Written Communication.
5. Demonstrate Ability to work in Groups. Exhibit skills like Empathy, EQ, Managerial and Inter-Personnel Skills.
6. Giving an insight into the Global Environment and its impact on Business.

**Learning Outcomes:**

1. Students will be able to communicate their ideas through effective and self-tailored mediums.
2. They will be able to make memorable presentations professionally.
3. Students will understand different strategies to adopt while communicating with different personalities with different goals.
4. Students will have the ability to communicate interpersonally at an organizational level.
5. Students will be able to handle job opportunities successfully.

**Pedagogy: Pre Reading of research papers/articles/chapters, PPT, case study discussions, documentaries, videos, advertisements**

**Detailed Syllabus: ( per session plan )**

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
I	<p><b>Theory of Communication</b></p> <ul style="list-style-type: none"> <li>• Importance &amp; Relevance of Effective Communication in Business Context</li> <li>• Digital and Human Communication</li> <li>• <b>Process of Communication</b> <ul style="list-style-type: none"> <li><b>A. Sender</b></li> <li><b>B. Receiver</b> <ul style="list-style-type: none"> <li>1. Self-Awareness level of sender and receiver</li> <li>2. Johari Window</li> <li>3. Transactional analysis</li> <li>4. Communication Styles: Passive, Aggressive, Passive-Aggressive and Assertive (Behavior, Characteristics and Outcome of each style)</li> </ul> </li> <li>• MBTI (Not to be tested in exam)</li> <li><b>C. Message</b></li> <li><b>D. Methods</b></li> <li><b>E. Feedback</b></li> </ul> </li> </ul> <p><b>Learning outcome:</b> Students will be able to gauge their personality, what others (family and friends) think about them, how others behave around them. What kind of communication style needs to be adopted with changing people and situations? Overall, students will understand the process of communication and learn the importance of each and every component of the communication process.</p>	PPT, Worksheets, Videos, Questionnaires, Discussions	4	1. <u>Games People Play</u> by Eric Berne  2. <u>Communication: Your Key to Success</u> by Shirley Taylor & Alison Lester
II	<p><b>Methods of Communication: Verbal Communication</b></p> <ul style="list-style-type: none"> <li>• Oral Communication: Advantages, disadvantages and its relevance.               <ul style="list-style-type: none"> <li>a. PAIBOC Model</li> </ul> </li> </ul>	Videos, PPT, Case Study, Discussions	6	1. <u>Communication: Your Key to Success</u> by Shirley Taylor & Alison Lester 2. <u>Effective Business Communication</u> by Herta Murphy;

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

	<ul style="list-style-type: none"> <li>• Written Communication: Advantages, disadvantages and its relevance</li> <li>• 7 Cs of Effective Communication</li> </ul> <p><b>Learning outcome:</b> Students will be able to construct messages precisely using the right combinations of modes in personal and professional scenarios and also considering the audience at the receiving end.</p>			<p>Herbert Hildebrandt &amp; Jane Thomas</p> <p>3. <u>Basic Business Communication</u> by Raymond Lesikar &amp; Marie Flatley</p> <p>4. <u>Business Communication - Mumbai University Publication</u></p> <p>5. <u>50 Communications Icebreakers 7 Exercises</u> by Peter Garber</p>
III	<p><b>Methods of Communication: Non-Verbal Communication</b></p> <ul style="list-style-type: none"> <li>• <b>Components of Nonverbal Communication:</b> <ol style="list-style-type: none"> <li>a. Kinesics, Proxemics, Haptics (touch), Chronemics (time), Chromatics (Colors), Paralanguage, oculusics (eye movements), olfactics (sense of smell), grooming</li> <li>b. Mirroring</li> <li>c. Mehrabian Circle</li> <li>d. Hofstede's Dimensions of Cultural Differences</li> <li>e. Bennett's Stages of Intercultural sensitivity</li> </ol> </li> </ul> <p><b>Learning outcome:</b> Students will be able to understand the subtle nuances of the non-verbal patterns of human communication. They will become keen observers of body politics and able to decode what is unsaid and subtle. Students will also understand the role of culture in human communication. Students will also become aware of the fact that every individual communicates in a unique way and it cannot be standardized.</p>	Documentaries, Case study, Discussions, worksheets, ppt	6	<p>1. <u>Managerial Communication</u> by Geraldine Hynes</p> <p>2. <u>Case Studies for Organizational Communication</u> by Joann Keyton, Pamela Shocley-Zalabak</p>
IV	<b>Organizational Communication</b>	PPT, Case Study.	6	1. <u>Business Communication</u>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

	<ul style="list-style-type: none"> <li>Objectives to Communication: To inform, to motivate &amp; persuade, to train &amp; educate, to order &amp; instruct and to reprimand.</li> <li>Channels to communication: Formal- vertical, horizontal, diagonal and Informal - Grapevine Communication.</li> <li>Barriers to Communication: Psychological, Socio-Cultural, Semantic and Physical Barriers.</li> <li>Means to overcome Barriers to Communication.</li> </ul> <p><b>Learning outcome:</b> The process of communication will help students understand the importance of its every stage and the measures to be taken to avoid any miscommunication. Through this module students will also understand the intricacies of Internal/Employee communication within the organization.</p>			<p><u>Today</u> by Courtland I Boves, John V.Thill and Roshan Lal Raina</p> <p>2. <u>Strategic Management Communication for Leaders</u> by Robyn Walker</p>
V	<p><b>Listening Skills</b></p> <ul style="list-style-type: none"> <li>Importance of listening</li> <li>Process of listening</li> <li>Impediments to effective listening</li> <li>Styles of listening</li> <li>Strategies to improve listening</li> </ul> <p><b>Learning outcome:</b> Students will understand the importance of listening carefully and responsibly before speaking. Students will respect all kinds of speakers and become better communicators.</p>	Videos, worksheets, Case Study, PPT, discussions.	2	1. <u>Communication: Your Key to Success</u> by Shirley Taylor & Alison Lester
VI	<p><b>Presentation skills</b></p> <ul style="list-style-type: none"> <li>Four P's of Presentation skills: <b>Plan, Prepare, Practice and Perform</b></li> </ul>	PPT, worksheets, Discussions.	11	<p>1. <u>Stand and Deliver</u> by Robert Barnes.</p> <p>2. <u>Communication: Your Key to Success</u></p>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

	<ul style="list-style-type: none"> <li>• Four corner stones of making memorable presentations: <b>Purpose, Audience, Content and The Best Medium</b></li> </ul> <p><b>Learning outcome:</b> Students will become better presenters by adjusting to the needs of varied audience and learning to keep content relevant and to the point. Students will learn techniques to make memorable presentations.</p>			by Shirley Taylor & Alison Lester
VII	<p><b>Group Discussions</b></p> <ul style="list-style-type: none"> <li>• Pre-requisites of a GD</li> <li>• Do's and don'ts of a GD</li> <li>• Evaluation Criteria, Approaches to prepare for a GD</li> </ul> <p><b>Personal Interview</b></p> <ul style="list-style-type: none"> <li>• Physical and Mental preparation for Interviews</li> <li>• Types /Structure of Interviews – One-to-one/Panel</li> <li>• Types of interview questions: Behavioral/Stress/Situational</li> </ul> <p><b>Learning outcome:</b> Students will learn to communicate on one to one basis to communicating in larger groups with the right techniques for recruitment and screening purposes.</p>	PPT, Discussions, Case Study.	3	<p>1. <u>Business Communication</u> – Mumbai University Publication.</p> <p>2. <u>Communication: Your Key to Success</u> by Shirley Taylor &amp; Alison Lester</p> <p>3. <u>Managerial Communication</u> by Geraldine Hynes</p>
VIII	<p><b>Negotiation Skills</b></p> <ul style="list-style-type: none"> <li>• What is Negotiation?</li> <li>• Relevance of learning effective Negotiation skills, Benefits of effective Negotiation</li> <li>• Strategies of Negotiation, Steps of Negotiating</li> <li>• Communication Pyramid</li> <li>• Integrity and ethics in Negotiating</li> </ul> <p><b>Learning outcome:</b> Students will be able to learn the professional and ethical</p>	Case Study, Discussion, ppt.	2	1. <u>Interpersonal Skills in Organizations</u> by Suzanne C. De Janasz; Karen O. Dowd & Beth Z. Schneider

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

	way of negotiating disregarding foul play, bluff and other unethical ways.			
IX	<p><b>Public Relations</b></p> <ul style="list-style-type: none"> <li>• Fundamentals and Functions of PR</li> <li>• Crisis Communication</li> <li>• Lobbying</li> <li>• Writing skills: Press Release</li> </ul> <p><b>Learning outcome:</b> Students will learn to communicate on a larger scale with different kinds of public with varying agenda.</p>	PPT, Case Study, Discussions.	9	<p>1. <u>Corporate Communication</u> by Jaishri Jethwaney</p> <p>2. <u>Corporate Communication</u> by Paul Argenti.</p>
X	<p><b>Business Correspondence</b></p> <ul style="list-style-type: none"> <li>• Letter Writing: Layouts of the letter: Full Block form and Modified Block form.</li> <li>• Types of letters: Request, Denial and Persuasive letters (Indirect and AIDA Strategy)</li> <li>• Consumer Grievance Letters</li> <li>• Resume (Basic Format for Beginners) and Covering letter (Solicited and Unsolicited)</li> <li>• Memo Writing</li> <li>• Statement of Purpose</li> <li>• E-mail Writing: Netiquettes and format</li> </ul> <p><b>Learning outcome:</b> Students will be put through challenging personal and business situations and learn how to write professionally while being able to handle any situation amicably.</p>	Case study, worksheets, ppt.	11	<p>1. <u>Effective Business Communication</u> by Herta Murphy; Herbert Hildebrandt &amp; Jane Thomas.</p> <p>2. <u>Business Communication</u> – Mumbai University Publication</p> <p>3. <u>Writing and Speaking at Work</u> by Edward Bailey</p>

**Reference Books:**

**Reference books:**

1. Lesikar Raymond, Marie Flatley, Kathryn Rentz, and Neerja Pande; Business Communication; Eleventh Edition; Tata McGraw Hill Education Private Limited.
2. Business Communication, 2003, ICFAI University.
3. Business Communication, 2009, Mumbai University.
4. Gorman Tom; The Complete Idiot's Almanac of Business Letters and Memos, 1997, Prentice Hall of India PVT. LTD.

## SVKM's Narsee Monjee Institute of Management Studies

### Name of School - Anil Surendra Modi School of Commerce

5. Ober Scot; Contemporary Business Communication; Fifth Edition; Dreamtech Press
6. Business Communication, Kitty Locker, Stephen Kaczmarek; Third Edition, Tata McGraw Hill.
7. Barnes Mark, Stand and Deliver; 2009; Westland Publisher.
8. Galanes, Adams ; Effective Group Discussion ; Twelfth Edition, Tata McGraw Hill.
9. Gregory Ann; The Art and Science of Public Relations; 2007; Crest Publishing House.
10. Davis Anthony; Mastering Public Relations ; 2007; Palgrave Mcmillan
11. Henslowe Philips; Public Relations: A Practical Guide to Basics; 2003, Kogan Page Ltd.
12. Michael Bland; Effective Media Relations: How to Get Results; 2008; Kogan Page Ltd.
13. De Janasz C Suzanne, Karen Dowd, Beth Z. Schneider; Interpersonal Skills in Organizations; 2009 ;Third Edition;;Mc Graw Hill
14. Hynes E. Geraldine; Managerial Communication - Strategies and Application; 2010, Third Edition, Mc Graw Hill.

#### Overall Learning Outcome:

**\*Knowledge:** 1. Understand the elements, dynamics and mechanics of personal and professional communication.

2. Understanding to be sensitive towards issues such as culture, gender, physical ability, sexual orientation, etc. and mitigate challenges that such differences can create while communicating.

**\*Skills:** 1. Present ideas coherently both orally and in writing as per the capacity of the audience.

2. Distinguish between and communicate effectively in formal and informal settings. Recognize and manage resistance and/or hostility.

3. Adhere to professional requirements of an effective communicator in groups and teams with people from different cultural, social, professional backgrounds. Negotiate, solve problems and share responsibilities with others.

4. Taking responsibility of learning from past experiences and mistakes in situations where communication failed.

**Abilities:** 1. Present evidence in clear, ethical and balanced manner and accordingly persuade.

2. Focus on situations and not the person.

Prepared by

Approved by

Signature  
(Concerned Faculty/HOD)



Signature  
(Dean)

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

<b>Program: B. Com (Hons.)</b>				<b>Semester : I</b>	
<b>Course : Cost Accounting</b>				<b>Code: 7401C001</b>	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Credit</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
60	0	0	4	50 marks	50 marks
<b>Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up</b>					
<b>ICA 1 Regular Class Tests (40 marks)</b>		<b>ICA 2 Assignments (10 marks)</b>	<b>ICA 3</b>	<b>ICA 4</b>	
<b>Learning Objectives:</b> To help students acquire conceptual knowledge of different elements of cost and different methods of costing					
<b>Learning Outcomes:</b> To enable students to conceptualize various methods and techniques of cost accounting and its application.					
<b>Pedagogy</b> Class exercises, Power Point Presentations, Diagrammatic representations and Assignments.					
<b>Detailed Syllabus: ( per session plan )</b>					

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
1	Introduction to cost accounting – Introduction to Costing and Cost accounting, Comparison between Financial & Cost accounting, Cost	PPTs, Class Exercises, Assignments	02	Cost Accounting Principles and Practice by M.N.



**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

	concepts & elements			Arora (12 <sup>th</sup> Edition)  Cost Accounting - Text and Problems by M.C. Shukla, T.S. Grewal and Dr. M.P. Gupta
2	Methods of Costing: Unit Costing – Cost sheet	PPTs, Class Exercises, Assignments	10	Cost Accounting Principles and Practice by M.N. Arora (12 <sup>th</sup> Edition)  Cost Accounting - Text and Problems by M.C. Shukla, T.S. Grewal and Dr. M.P. Gupta
3	Material: Inventory control & techniques, Methods of pricing of material issues (FIFO and weighted average) & treatment of material losses	PPTs, Class Exercises, Assignments	06	Cost Accounting Principles and Practice by M.N. Arora (12 <sup>th</sup> Edition)  Cost Accounting - Text and Problems by

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

				M.C. Shukla, T.S. Grewal and Dr. M.P. Gupta
4	Labour Costing: Accounting & control and treatment of Idle time under labour cost.	PPTs, Class Exercises, Assignments	01	Cost Accounting Principles and Practice by M.N. Arora (12 <sup>th</sup> Edition)  Cost Accounting - Text and Problems by M.C. Shukla, T.S. Grewal and Dr. M.P. Gupta
5	Overhead: classification, allocation, apportionment and absorption of overhead. Under- and over-absorption.	PPTs, Class Exercises, Assignments	12	Cost Accounting Principles and Practice by M.N. Arora (12 <sup>th</sup> Edition)  Cost Accounting - Text and Problems by M.C. Shukla, T.S. Grewal and Dr. M.P. Gupta
6	Methods of Costing – Service Costing	PPTs, Class Exercises,	04	Cost Accounting Principles

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

		Assignments		and Practice by M.N. Arora (12 <sup>th</sup> Edition)  Cost Accounting - Text and Problems by M.C. Shukla, T.S. Grewal and Dr. M.P. Gupta
7	Methods of Costing: Process Costing- Problems, treatment of Losses, Valuation of Work in Progress and Finished Goods	PPTs, Class Exercises, Assignments	12	Cost Accounting Principles and Practice by M.N. Arora (12 <sup>th</sup> Edition)  Cost Accounting - Text and Problems by M.C. Shukla, T.S. Grewal and Dr. M.P. Gupta
8	Methods of Costing: Contract - Problems, escalation clause, cost plus contracts	PPTs, Class Exercises, Assignments	08	Cost Accounting Principles and Practice by M.N. Arora (12 <sup>th</sup> Edition)  Cost Accounting -

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

				Text and Problems by M.C. Shukla, T.S. Grewal and Dr. M.P. Gupta
9	Accounting Systems: integral and non-integral systems	PPTs, Class Exercises, Assignments	01	Cost Accounting Principles and Practice by M.N. Arora (12 <sup>th</sup> Edition)  Cost Accounting - Text and Problems by M.C. Shukla, T.S. Grewal and Dr. M.P. Gupta
10	Reconciliation of Cost and Financial accounts – Reconciliation statements	PPTs, Class Exercises, Assignments	04	Cost Accounting Principles and Practice by M.N. Arora (12 <sup>th</sup> Edition)  Cost Accounting - Text and Problems by M.C. Shukla, T.S. Grewal and Dr. M.P. Gupta

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

**Text Books:**

- **Reference Books:** Arora, M.N. - Cost Accounting – Principles and Practice. Vikas Publishing House, New Delhi.
- Ravi M. Kishore – Cost & Management Accounting – Taxmann Publications Pvt. Ltd., New Delhi.
- Shukla, M.C., T.S. Grewal and M.P. Gupta. Cost Accounting: Text and Problems. S. Chand & Co. Ltd., New Delhi.
- Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. Shri Mahabir Book Depot, New Delhi.
- Saxena Vashist. Cost management Sultan Chand, New Delhi
- ICAI study material.

**Any other information :**

**Overall Learning Outcome :**

**The overall learning outcome will be sound knowledge on basic concepts of cost accounting, the skill to value different types of products of different industries and the capability of analyzing different products and industries in terms of cost (KSA)**

**Note: Latest edition of text book may be used.**

Prepared by  
Prof. Ami Sundhani

Approved by

Signature  
(Concerned Faculty/HOD)



Signature  
(Dean)

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

<b>Program:</b> B. Com. (Hons.)				<b>Semester : I</b>	
<b>Course :</b> Financial Accounting				<b>Code:</b> 7401F001	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Credit</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
60	0	0	4	50	50

**Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up**

<b>ICA 1</b> Online Class Test (40 marks)	<b>ICA 2</b> Project / Assignment (10 marks)	<b>ICA 3</b>	<b>ICA 4</b>
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**Learning Objectives:**

To acquaint students with the Accounting Concepts, Conventions and Techniques for preparation of Financial Statements of Sole Proprietorship, Departmental and Branch Organizations. To give an overview of International Financial Reporting Standards.

**Learning Outcomes:**

- i. Show proficiency in basic accounting concepts, conventions and understanding of the accounting process.
- ii. Understand the process and preparation of financial statements for Sole Proprietorship, Departmental and Branch Business Organizations

**Pedagogy:**

Pre-reading material will be uploaded for all the modules beforehand. Content and type of material may vary for each module depending on the requirements. In addition, following pedagogy will be used:

- i. Theory Notes / PPT
- ii. Practical Sums
- iii. Case studies
- iv. Assignments/ Class Quiz

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

**Detailed Syllabus: ( per session plan )**

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
I	<p>Introduction to Accounting Principles and concepts, Introduction to GAAP, IndAS Introduction to IFRS - Need for IFRS, Benefits of IFRS.</p> <p><b><u>Learning outcome:</u></b>                      Students will understand the nature and purpose of GAAP, IndAS and IFRS.                      They will be able to visualize the impact of important accounting principles on financial reporting.                      Students will be able to appreciate the importance of IFRS in improving the quality of financial reporting.</p>	Theory Notes	5	<p>S N Maheshwari (Advanced Accountancy -Vol I) 1.15-1.33</p> <p>Sanjay Dhamija (Financial Accounting for Managers, Second Edition ) Page 13 to 47</p> <p>Online source- WIRC</p>
II	<p>Capital &amp; Revenue - Expenditure, Receipts, Gains, Loss, AS 9 i.e. IND AS 115 (concepts-overview)</p> <p><b><u>Learning outcome:</u></b>                      Students will be able to differentiate between OPEX (Revenue expenditure) and CAPEX, also capital and revenue income.                      They will be able to understand and apply the principals involved in ascertaining the cost of fixed assets.</p>	Theory Notes & Illustrations	3	<p>S N Maheshwari (Advanced Accountancy -Vol I) 1.145-1.152</p> <p>Sanjay Dhamija (Financial Accounting for Managers, Second Edition ) Page 232 to 269</p>
III	<p>Preparation of Journal, Ledger, Trial Balance- doing journal entries, ledger posting, making trial</p>	Theory Notes Practical Questions	10	S N Maheshwari (Advanced Accountancy -Vol I)

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

	<p>balance.</p> <p><b><u>Learning outcome:</u></b> Students will be able to understand double entry system by applying debit and credit rules to various accounts. They will be able to understand and do ledger posting, balancing of accounts and prepare trial balance.</p>			1.37-1.63
IV	<p>Depreciation- theory, amortization, Provision for depreciation, SLM, WDV and Change of Method, Impairment of assets. AS 10, Ind AS 16.</p> <p><b><u>Learning outcome:</u></b> Students will understand the concept and need of depreciation. They will be able to apply different methods for calculating depreciation and account for sale/exchange/discarding of fixed asset. They will be able to understand the need and impact of change in the method of depreciation.</p>	<p>Theory Notes Practical Questions</p>	10	<p>S N Maheshwari (Advanced Accountancy -Vol I) 1.247-1.280</p> <p>Advanced Accounts by M.C. Shukla , T.S. Grewal, S.C. Gupta (50<sup>th</sup> Edition) Page 6.1-6.48</p>
V	<p>Preparation of Final Accounts of Proprietorship Concerns, sums based on adjustments.</p> <p><b><u>Learning outcome:</u></b> Students will be able to understand the format/ contents of Profit &amp; Loss and Balance Sheet. They will be able to understand the issues involved with accrual of expenses and prepare Profit &amp; loss</p>	<p>Practical Questions Theory notes</p>	14	<p>S N Maheshwari (Advanced Accountancy -Vol I) 1.153-1.205 1.283-1.310</p> <p>Advanced Accounts by M.C. Shukla , T.S. Grewal, S.C.</p>



**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

	account and Balance sheet from the trial balance after various year-end adjustments.			Gupta (50 <sup>th</sup> Edition) Page 2.7 - 2.65
VI	<p>Departmental Accounts - Preparation of departmental Final Accounts, Allocation and Apportionment, Inter departmental transfers and unrealized profits in stocks.</p> <p><b><u>Learning outcome:</u></b></p> <p>Students will be able to appreciate the utility of preparing departmental accounts.</p> <p>They will be able to understand and select relevant basis for departmentalization of expenses.</p> <p>They will be able to understand the accounting treatment in case of interdepartmental transfer at profit.</p>	Theory Notes Practical Questions	8	<p>S N Maheshwari (Advanced Accountancy -Vol I)/ 2.268-2.282</p> <p>Advanced Accounts by M.C. Shukla , T.S. Grewal, S.C. Gupta (50<sup>th</sup> Edition) Page 11.1 -11.94</p>
VII	<p>Branch Accounts - Stock and debtors method, Debtors Method and Independent Branch Method, Foreign Branches for recording transactions.</p> <p><b><u>Learning outcome:</u></b></p> <p>Students will be able to understand the concept of dependent and independent branch.</p> <p>They will be able to make accounting entries and ledgers under different systems of keeping branch records.</p>	Theory Notes Practical Questions	10	<p>S N Maheshwari (Advanced Accountancy -Vol I) 2.168-2.250</p> <p>Advanced Accounts by M.C. Shukla , T.S. Grewal, S.C. Gupta (50<sup>th</sup> Edition) Page 11.1 -11.94</p>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

**Text Books:**

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**Reference Books:**

In addition to the reference books given above, here are some other additional reference books -

- R.L. Gupta and Radhaswamy. Advanced Accounts. Sultan Chand and Co.
- Sehgal and Sehgal (Volume 1 and 2). Advanced Accountancy. Taxmann
- Hanif and Mukherjee. Financial Accountancy. Advanced Accountancy. Taxmann Publishers
- Frank Wood. Business Accounting Volume 1. Pearson Publishers.
- Accounting Standards issued by ICAI
- Study Material by ICAI

**Any other information :**

**Overall Learning Outcome:**

Student will develop in depth knowledge about accounting concepts and double entry system. They will also develop skill and ability to apply this knowledge to record financial transactions and convert the same into financial statements.

**Note: Latest edition of text book may be used.**

**Prepared by** Vishal Zawar

**Approved by**

**Signature**

(Concerned Faculty/HOD)



**Signature**

(Dean)

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

<b>Program: B.Com. (Hons.)</b>				<b>Semester : I</b>	
<b>Course :</b> Microeconomics				<b>Code: 7401E001</b>	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Credit</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
60	0	0	4	50	50
<b>Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up</b>					
		<b>ICA 1</b>		<b>ICA 2</b>	
		<b>Test/Quiz/Case Study Analysis/Viva-40</b>		<b>Project Report/presentation-10</b>	
<b>Learning Objectives:</b>					
<p>For students who care about how the world works, Micro economics is one of the most relevant and interesting subjects. A good grasp of this subject is vital for managerial decision making, for designing and understanding public policy and more generally for appreciating how a modern economy functions. This Module has been designed to explain the subject matter in a manner that is easy to understand and also provide a treatment of economic theory that is relevant to the real world. This is accomplished by including real world examples and case studies along with the study of economic models.</p>					
<b>Learning Outcomes:</b>					
Students will learn					
<ul style="list-style-type: none"> <li>• How consumers make decision</li> <li>• How firms analyse market demand</li> <li>• How firms analyse their internal costs</li> <li>• How firms interact in different market structures and make price, output decision</li> </ul>					
<b>Pedagogy</b>					
A mixture of hour's method with case studies					
The subject will be taught in an interactive manner with lot of classroom discussions and debates.					
Class Notes, class interaction, assignments, presentation					

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

<b>Detailed Syllabus: ( per session plan )</b>				
<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
1 Introduction	<p><b>Pre-reading: Ten principles of Economics</b> (Ref:Principles of Economics: N.Gregory Mankiw)</p> <p>The economic problem: scarcity and choice; Basic problems of an economy (What, How and for whom to produce); Choice and opportunity cost; the production possibility curve; Micro and Macro economics</p>	Lecture and Discussion with examples	3	Mankiw (chapter 1), Samuelson Nordhaus (chapter 1)
2 Demand & Supply	<p><b>Pre-Reading: Case study-The demand for Big-Macs</b> (Ref: managerial Economics: Principles and Worldwide Applications-Dominick Salvatore)</p> <p>Demand, Supply and Market Equilibrium- Concept of Demand; Factor affecting demand (Demand Function); Law of demand; Individual Demand curve; Market demand curve; Exceptions to law of demand; Movement along v/s shift of demand curve</p>	Lecture with case study discussion	3	Pindyck and Rubinfeld (chapter 2) 2.1
	<p><b>Pre-Reading: Case study-The Weather in Brazil and the price of Coffee in New York</b> (Ref: Microeconomics: Pindyck &amp; Rubinfeld)</p> <p>Concept of supply; Factors affecting supply (supply function); Law of</p>	Lecture with case study discussion	1	Pindyck and Rubinfeld (chapter 2) 2.1

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

	supply; Supply curve; Movement v/s shift of supply curve;			
	Market Equilibrium; change in market equilibrium; Role of price as an invisible hand;	Lecture with case study discussion	1	Pindyck and Rubinfeld (chapter 2) 2.2, 2.3
	<b>Pre-Reading: Case study-Lines at the Gas Pump; The Minimum Wage (Principles of Microeconomics: : N.Gregory Mankiw)</b> Application of demand and Supply curve: Measuring Consumer and Producer surplus, Price ceiling, Price flooring and dead weight loss	Lecture with case study discussion	2	Mankiw (chapter 6, 7)  Chapter 6: 111-120  Chapter 7- page 135 to148
3 Elasticity	<b>Pre-reading: Case study-Can good news for farming be bad news for farmers?; Why did OPEC fail to keep the price of oil high? (Principles of Microeconomics: : N.Gregory Mankiw)</b>  Price elasticity of demand; Measurement of price elasticity of demand; Total revenue and price elasticity of demand; Determinants of price elasticity of demand;  Income elasticity of demand (Normal v/s Inferior goods); Cross price elasticity of demand (substitutes v/s complements);  Numerical Worksheet on price elasticity of demand.	Lecture with case study discussion  Solving Numerical problems	5	Pindyck and Rubinfeld (chapter 2) 2.4, 2.5

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

	<p>Application of price elasticity of demand: Case Studies</p> <p>Taxation: taxes on sellers, taxes on buyers (either one) elasticity and tax incidence</p>	Lecture with Examples	2	Mankiw (chapter 6) 121-127
4 Consumer Behavior	<p><b>Pre-reading: Consumer Behavior Chapter 3, Pindyck Rubinfeld</b></p> <p>Consumer Behavior -cardinal utility analysis- Law of Diminishing Marginal Utility</p>	Lecture with Examples	1	
	<p><b>Pre-reading: Case Study-Designing New Automobiles (I)</b></p> <p><b>(Ref: Microeconomics: Pindyck &amp; Rubinfeld)</b></p> <p>Consumer Behavior: Ordinal Utility Analysis-Notion of Preferences and Indifference; Indifference curve analysis-; consumer's equilibrium; Price effect- Income effect and substitution effect (Normal Good)</p>	Lecture with case study discussion	4	Pindyck and Rubinfeld (chapter 3, 4) Chapter 3: 3.1, 3.2, 3.3 (upto page 112), 3.5 (page 119-120) Chapter 4: 4.1, 4.2 (only normal good), 4.3
	<p>Price Consumption curve and demand curve; Income consumption curve and Engel curve; (Normal Good)</p>	Lecture with Examples	2	Pindyck and Rubinfeld (chapter 4: 4.1)
5 Production & Cost	<p>Theory of Production- Fixed and Variable inputs; Production function (Short run and long run);</p>	Lecture with Examples	2	Pindyck and Rubinfeld (chapter 6)
	<p><b>Pre-reading: Case Study-Masterji's grocery store</b></p> <p>Production with one variable input (Labor); Concept of Total product,</p>	Lecture with case study discussion	2	Pindyck and Rubinfeld (chapter 6) 6.1, 6.2

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**Name of School – Anil Surendra Modi School of Commerce**

	average product and marginal product; Law of variable proportion, three stages of production.			
	Production with two variable input; Isoquants, MRTS, Returns to scale (constant, increasing and decreasing returns to scale	Lecture with Examples	2	Pindyck and Rubinfeld (chapter 6) 6.3, 6.4
	<b>Pre-reading: Example-Sunk, Fixed, and Variable Costs: Computers, Software, and Pizza</b> <b>(Ref: Microeconomics: Pindyck &amp; Rubinfeld)</b>  Concept of cost: Accounting cost and Economic Cost; Short run costs- Total fixed and variable cost;  Short run Average cost curve; Marginal cost; Relationship between AC and MC;	Lecture with case study discussion	2	Pindyck and Rubinfeld (chapter 7) 7.1, 7.2
	Long run average cost curve-; Economies of scale; Worksheet on production and cost	Lecture with Examples	2	Pindyck and Rubinfeld (chapter 7) 7.4
	Optimal combination of factors: Maximizing output subject to cost constraint, and minimizing cost subject to output constraint.	Lecture with Examples	2	Pindyck and Rubinfeld (chapter 7) 7.3
6 Market Structures	Concept of total revenue average revenue and marginal revenue; Relationship between AR and MR. Numerical Worksheet; Profit	Lecture with Examples	2	Pindyck and Rubinfeld (chapter 8) 8.2, 8.3

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

	Maximization: A graphical exposition			
	<p><b>Pre-reading: Case- The evolution of Market Structure in the Computer Industry</b></p> <p><b>(Ref: Managerial Economics and Business Strategy-Bay and Prince</b></p> <p>Perfect Competition – Meaning and characteristics of PC; Demand curve of PC firm;</p> <p>Profit maximizing equilibrium of a firm and industry under PC (Short run and Long run); Numericals on profit maximisation</p> <p>Break Even point and shut down point, supply curve of a firm and industry under Perfect Competition conditions.</p>	Lecture with Case discussion and Examples	4	Pindyck and Rubinfeld (chapter 8) 8.1, 8.4 to 8.7
	<p>Monopoly- Monopoly: meaning and features; Profit Maximization: Price and output equilibrium under monopoly;</p> <p>Measure of Monopoly power, deadweight loss under Monopoly, Price Discrimination</p>		3	Pindyck and Rubinfeld (chapter 10, 11) 10.1, 10.2, 11.2
	Pricing with Market power-Two-part tariff, bundling, block pricing		2	Pindyck and Rubinfeld (chapter 11) 11.4, 11.5



**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

	<p><b>Pre-reading: Case- Monopolistic Competition in the Markets for Colas and Coffee</b></p> <p><b>(Ref: Microeconomics: Pindyck &amp; Rubinfeld)</b></p> <p>Monopolistic competition- features; Price</p> <p>and output equilibrium under MC market; Monopolistic Competition and economic efficiency</p>	Lecture with Case discussion	2	Pindyck and Rubinfeld (chapter 12) 12.1
	Numerical Worksheet on profit maximisation; Case Studies		2	
	<p>Introduction to game theory</p> <ul style="list-style-type: none"> <li>-Nature and Scope</li> <li>- Elements of game</li> <li>-types of games</li> </ul> <p>Static games</p> <ul style="list-style-type: none"> <li>-Nash Equilibrium</li> </ul> <p><b>Pre-reading: Case- Mobile Phone Networks</b></p> <p><b>(Ref: Managerial Economics A Problem- Solving Approach-Nick Wilkinson)</b></p> <p>Oligopoly Market Structure</p> <p>Features of oligopoly market</p>		4	Pindyck and Rubinfeld (chapter 12 and 13) TBA

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

	Types of oligopolistic firms			
	Group Presentation: Real World applications of microeconomic principles		5	

**Text Books: Microeconomics by Robert Pindyck and Daniel Rubinfeld, 8<sup>th</sup> Edition**

**Reference Books: Principles of Microeconomics, N.Gregory Mankiw  
Microeconomics, H.L.Ahuja**

**Any other information :**

**Note: Latest edition of text book may be used.**

Prepared by

Approved by

Signature  
(Concerned Faculty/HOD)

  
Signature  
(Dean)

**SVKM's Narsee Monjee Institute of Management Studies**  
**Name of School – Anil Surendra Modi School of Commerce**

<b>Program: F.Y.B.Com. (Hons.)</b>				<b>Semester : I</b>	
<b>Course : Organisational Behavior &amp; Human Resource Management</b>				<b>Code: 7401O001</b>	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Credit</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
60	0	0	4	50	50
<b>Internal Component Assessment (50 Marks) break up</b>					
<b>ICA - 1</b>		<b>ICA - 2</b>		<b>ICA - 3</b>	
<b>Class Participation</b>		<b>Assignment</b>		<b>Project / Presentation</b>	
<b>10</b>		<b>10</b>		<b>20</b>	
<b>Learning Objectives:</b>					
<ul style="list-style-type: none"> <li>• To gain an insight of one's own as that of others personality</li> <li>• To understand and recognize that people are important dimension of Organizations</li> <li>• To acquaint the students with basic understanding of Human Behaviour at workplace and people issues related to various facets of one's personality with respect of their job profiles.</li> <li>• To learn the strategic role of HRM in making a learning organization, adaptable to changes, with conducive and diverse culture and a best place to work</li> <li>• To learn the HR dynamics of contemporary organizations in a changing environment.</li> </ul>					
<b>Learning Outcomes:</b>					
<ul style="list-style-type: none"> <li>• Learners will be equipped with skills to analyze their personal reflections to impact their personal and professional lives</li> <li>• Better understanding that people are important dimension of organizations which would lead to organizational effectiveness</li> <li>• They will have basic understanding of human behaviour at workplace and strategic role of HRM in making a learning organization.</li> <li>• Learners will understand the HR dynamics of contemporary organizations in a changing environment.</li> <li>• They will become adaptable to changes with conducive and diverse culture and know the best places to work</li> </ul>					
<b>Pedagogy</b> : Concept Delivery, Videos, Ted Talks, Interviews of Famous Personalities, Movies, Online Courses, Questionnaires, Psychometric Tests, Case Studies, Guest Lectures, Research Papers and Workshops.					

**SVKM's Narsee Monjee Institute of Management Studies**  
**Name of School – Anil Surendra Modi School of Commerce**

<b>Detailed Syllabus: ( per session plan )</b>				
<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
<b>I</b>	<b>The Brain :</b> <ul style="list-style-type: none"> <li>• Thinking Process, Whole Brain Thinking</li> <li>• Edward De Bono's Six Thinking Hat Technique</li> <li>• Tony Buzan's Mind Mapping Technique</li> </ul>	Concept Delivery, Ted Talk, & Class Activity	5	<ul style="list-style-type: none"> <li>• Edward De Bono. Six Thinking Hats.</li> <li>• Tony Buzan. Use both sides of your brain.</li> <li>• Tony Buzan. The Mind Map Book.</li> </ul> <a href="http://www.ipn.at/ipn.asp?BGC">http://www.ipn.at/ipn.asp?BGC</a>
<b>II</b>	<b>Personality Theory :</b> <ul style="list-style-type: none"> <li>• Personality types</li> <li>• 16 Personality Factors</li> <li>• Big 5 and MBTI</li> </ul>	Concept Delivery, Video, Case Study & Online Testing	5	<ul style="list-style-type: none"> <li>• ONLINE PERSONALITY TESTS ON <a href="http://www.similarminds.com">www.similarminds.com</a></li> </ul>
<b>III</b>	<b>Attitudes, Emotions and Job Satisfaction :</b> <ul style="list-style-type: none"> <li>• Daniel Goleman's EI Model</li> <li>• Emotional Labor and Emotional Dissonance</li> <li>• Attitudes and behavior</li> <li>• Hackman and Oldham's Model of Job Characteristics</li> <li>• Emotional contagion</li> </ul>	Concept Delivery, Research Articles & Case Study	10	<ul style="list-style-type: none"> <li>• Stephen Robbins. Organizational Behavior.13th Ed.</li> </ul>
<b>IV</b>	<b>Working in Teams :</b> <ul style="list-style-type: none"> <li>• Stages in Team Formation</li> <li>• Types of Teams</li> <li>• Self-Managed Teams (SMT)</li> </ul>	Concept Delivery, Movie Clips, Case study & Class Activity	5	<ul style="list-style-type: none"> <li>• Stephen Robbins. Organizational Behavior.13th Ed.</li> </ul>
<b>V</b>		Concept Delivery,	5	HUMAN RESOURCE

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	<p><b>Introduction to HRM :</b></p> <ul style="list-style-type: none"> <li>• HRM-concept, definition, importance</li> <li>• HRM Functions and Objectives</li> <li>• HR cycle and role of HR manager in it</li> <li>• Hard HR Vs Soft HR</li> <li>• Shift from traditional HRM to contemporary HRM</li> <li>• Strategic Human Resource Management:</li> </ul>	Research Articles & Case Study		MANAGEMENT: TEXT & CASES, 2/E BY SHARON PANDE & SWAPNALEKHA BASAK, PEARSON LEARNING, 2016.
VI	<p><b>Human Resource Planning :</b></p> <ul style="list-style-type: none"> <li>• HRP-objective, definition and concept</li> <li>• HRP process-identification of workforce requirements</li> <li>• Manpower demand forecasting, analysis of manpower supply</li> <li>• Manpower planning model- Strategic HR Initiatives</li> <li>• <b>Job Analysis-</b> Identification of job functions for job positions, criteria for hiring, retaining and promoting based on job analysis.</li> <li>• Outsourcing and Layoffs - The dilemma faced by HR dept.</li> </ul>	Concept Delivery, Case Study	10	HUMAN RESOURCE MANAGEMENT: TEXT & CASES, 2/E BY SHARON PANDE & SWAPNALEKHA BASAK, PEARSON LEARNING, 2016.
VII	<b>Training &amp; Development</b>	Concept Delivery,	5	HUMAN RESOURCE

**SVKM's Narsee Monjee Institute of Management Studies**  
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	<ul style="list-style-type: none"> <li>• Training Needs Assessment (TNA)</li> <li>• Training processes model</li> <li>• Training methods : Organizational training, diversity training (cultural sensitivity and gender sensitization), and team training.</li> <li>• e-Learning and Gamification for Learning</li> </ul>	Case Study & Class Activity		MANAGEMENT: TEXT & CASES, 2/E BY SHARON PANDE & SWAPNALEKHA BASAK, PEARSON LEARNING, 2016.
<b>VIII</b>	<p><b>Compensation and Benefits:</b></p> <ul style="list-style-type: none"> <li>• Compensation package- Determinants of pay,</li> <li>• Various Incentive plans,</li> <li>• Employee benefits.</li> <li>• Trends in compensation (case examples)</li> </ul>	Concept Delivery, Case Study & HR Survey	5	HUMAN RESOURCE MANAGEMENT: TEXT & CASES, 2/E BY SHARON PANDE & SWAPNALEKHA BASAK, PEARSON LEARNING, 2016
<b>IX</b>	<p><b>Organizational development :</b></p> <ul style="list-style-type: none"> <li>• Development of employees' stress free environment</li> <li>• Responsibility of mental health of employees,</li> <li>• Work life balance, develop a best place to work</li> </ul>	Concept Delivery, Case Study & Research Article	5	HUMAN RESOURCE MANAGEMENT: TEXT & CASES, 2/E BY SHARON PANDE & SWAPNALEKHA BASAK, PEARSON LEARNING, 2016.
<b>X</b>	<p><b>Emerging Trends in HRM:</b></p>	Concept Delivery, Video & Case	5	HUMAN RESOURCE MANAGEMENT: TEXT &

**SVKM's Narsee Monjee Institute of Management Studies**  
**Name of School – Anil Surendra Modi School of Commerce**

<ul style="list-style-type: none"><li>• HRIS-concept,</li><li>• People Metrics</li><li>• HR Analytics</li></ul>	Study		CASES, 2/E BY SHARON PANDE & SWAPNALEKHA BASAK, PEARSON LEARNING, 2016.
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**Text Books:**

- Human Resource Management: Text & Cases, 2/E By Sharon Pande & Swapnalekha Basak, Pearson Learning, 2016.
- Bohlander G.; Snell, S; Sherman A. "Managing Human Resources" Thomson South Western, 2001. 12th Edition
- Gary Dessler Human Resource Management 2004, Prentice Hall, New Delhi, 9<sup>th</sup> Edition.
- Stephen Robbins. Organizational Behavior.13th Ed.

**Reference Books & Websites:**

- Edward De Bono. Six Thinking Hats.
- Tony Buzan. Use both sides of your brain.
- Tony Buzan. The Mind Map Book.
- [www.shrm.org](http://www.shrm.org)
- [www.similarminds.com](http://www.similarminds.com)

**Any other information :**

- Internal marks are for 50 marks; Faculty members must evaluate students continuously through assignments, projects and presentations etc. as given in ICA criteria.
- Individual tests / assignments etc. can be conducted for more than prescribed marks but later on, it can scaled down to total 50 marks.
- Faculty members are requested to spell down detailed ICA criteria before the beginning of the semester, because this will have to be uniformly followed across the campuses.

**Note: Latest edition of text book may be used.**

Prepared by

**Dr Praveen Saxena**  
**Dr Yamini Chandra**

**Signature**  
**(Concerned Faculty/HOD)**

Approved by



**Signature**  
**(Dean)**

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

<b>Program:</b> B. Com. (Hons.)				<b>Semester :</b> I	
<b>Course :</b> Principles of Management				<b>Code:</b> 7401P001	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Credit</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
60	0	0	4	50	50
<b>Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up</b>					
	<b>ICA 1 Class Participation/ Assignment (Compulsory) 15</b>	<b>ICA 2 Project Work &amp; Presentation (Compulsory) 15</b>	<b>ICA 3  Test (Compulsory) 20</b>	<b>ICA 4</b>	
<b>Learning Objectives:</b>					
<ul style="list-style-type: none"> <li>To provide Management Orientation &amp; familiarization to students with the various management &amp; business concepts.</li> <li>To provide a Conceptual &amp; fundamental clarity about the working of business organizations and help students understand how theory is implemented &amp; applied in business.</li> </ul>					
<b>Learning Outcomes:</b>					
Students will get familiarization & conceptual clarity with the basic concepts applied in contemporary management practice and many of the concepts learnt will form the foundation for subsequent courses in strategy, operations, Organizational design, HRM and Decision Sciences in subsequent semesters and in their future professional, entrepreneurial & higher studies.					
<b>Pedagogy:</b> Lectures; Case Discussions; Audio-visual aids; Quizzes, Field-based projects. Pre-requisite is some preliminary readings in Principles of Management (at introductory level) and students are required to go through the assigned readings before every lecture.					
<b>Detailed Syllabus: ( per session plan )</b>					

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
I	<b><u>Introduction to Management</u></b> Management: Meaning and Characteristics, Functions of Management, Levels of Management, Management Skills (3 Mgmt. Skills) Managerial Roles (Henry Mintzberg) Management - Art or Science? Qualities of an Effective Manager	Pre-readings, Lectures, Case Discussions, Audio-visual aids, Videos.	05	Management - K. Ghuman and K. Ashwathappa  Management - S.P. Robbins, M Coulter , N Vohra  Management - Richard Daft



**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

	<p><b><u>Learning outcome:</u></b> Students will become aware of the foundational concepts and assumptions on which the subsequent advanced topics would be built up</p>			
II	<p><b><u>Evolution of Management Thought</u></b> <b>Classical Management Approaches:</b> (a) Scientific Management (Taylorism and New / Digital Taylorism) (b) Administrative Management (Henry Fayol's 14 principles), <b>Neo Classical theories:</b> Human Relations School - The Hawthorne studies (The 4 basic experiments) <b>Modern Approaches:</b> (a) Quantitative Approach (b) The Systems Approach (c) Contingency Approach, <b><u>Learning outcome:</u></b> Students realize that management is not "one-approach" but it is more about integration of multiple approaches and perspectives that help in arriving at a decision. Also, students understand that the theory is not static but more dynamic which continuously has evolved over the years.</p>	Pre-readings, Lectures, Case Discussions, Audiovisual aids, Videos	06	<p>Management - K. Ghuman and K. Ashwathappa  Management - S.P. Robbins, M Coulter , N Vohra  Management - Richard Daft</p>
III	<p><b><u>Management Thinkers &amp; their Contribution</u></b> (a) Peter Drucker (MBO) (b) Michael Porter (Five forces Model) (c) Peter Senge (Learning Organization) (d) C.K. Prahalad (Fortune at the Bottom of Pyramid) (e) Herbert A Simon (Bounded Rationality) (f) Sumantra Ghoshal (Focus-Energy Matrix)</p>	Pre-readings, Lectures, Case Discussions, Audiovisual aids, Videos	06	<p>Management - K. Ghuman and K. Ashwathappa  Management - S.P. Robbins, M Coulter , N Vohra  Management - Richard Daft  Selected references</p>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

	<p><b><u>Learning outcome:</u></b> Students would read the research of leading contemporary management thinkers who have shaped the current narrative and epistemology of modern management and its practices.</p>			
IV	<p><b><u>Planning and Decision Making</u></b> <b>Planning:</b> (a) Meaning and Characteristics (b) Importance of Planning (c) Limitations of Planning (d) Types of Plans (e) Steps in Planning Process, <b>Decision Making:</b> (a) Meaning (b) Types of Decisions (c) Decision Making Process (d) Why do Managers make Bad decisions (e) Managerial Biases &amp; its types</p> <p><b><u>Learning outcome:</u></b> At the end of this module, students will understand that sustainability of businesses and consistent growth of businesses depend on setting the right goals based on right problem definition and execution depends on effective decisions at every stage of the plan.</p>	Pre-readings, Lectures, Case Discussions, Audiovisual aids, Videos	06	<p>Management - K. Ghuman and K. Ashwathappa</p> <p>Management - S.P. Robbins, M Coulter , N Vohra</p> <p>Management - Richard Daft</p>
V	<p><b><u>Organizing</u></b> <b>Organizing:</b> (a) Concept (b) Constituents of organizing,</p> <p><b>Organization Structures:</b> (a) Concept (b) Types of Organization Structures,</p> <p><b>Departmentation:</b> (a) Concept (b) Types of Departmentation,</p> <p><b>Span of Control:</b> (a) Concept</p>	Pre-readings, Lectures, Case Discussions, Audiovisual aids, Videos	12	<p>Management - K. Ghuman and K. Ashwathappa</p> <p>Management - S.P. Robbins, M Coulter , N Vohra</p> <p>Management - Richard Daft</p> <p>Essentials of Management - H. Koontz, H. Weihrich</p>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

	<p>(b) Types: Narrow &amp; Wide SOC                  (c) Advantages &amp; Disadvantages of Narrow &amp; Wide SOC                  (d) Factors determining the SOC,</p> <p><b>Delegation of Authority:</b>                  (a) Concept                  (b) Advantages &amp; Barriers                  (c) Guidelines for Effective Delegation</p> <p><b>Centralization Vs. Decentralization:</b>                  (a) Concept                  (b) Difference: Delegation &amp; Decentralization                  (c) Advantages &amp; Disadvantages</p> <p><b>Learning outcome:</b>                  Students will understand the influence of organizational structure on decision making and control in different contexts in the business environment. Also, they will understand the flow of communication and authority in the different structures. This module is very beneficial also for aspiring entrepreneurs to decide on the appropriate structure or SOC for their start-ups.</p>			
VI	<p><b>Staffing</b>                  Human Resource Planning:                  (a) Concept                  (b) Process                  (c) Application</p> <p>Job Analysis:                  Meaning &amp; Components</p> <p>Recruitment:                  (a) Concept                  (b) Sources                  (c) Emerging trends</p> <p>Selection:                  (a) Concept</p>	<p>Pre-readings, Lectures, Case Discussions, Audiovisual aids, Videos</p>	05	<p>Management - K. Ghuman and K. Ashwathappa</p> <p>Management - S.P. Robbins, M Coulter , N Vohra</p> <p>Management - Richard Daft</p> <p>Essentials of Management - H. Koontz, H. Weihrich</p>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

	<p>(b) Process (c) Best Practices</p> <p><b><u>Learning outcome:</u></b> This will not only cover the staffing element of management but also form the basis for detailed discussion on Human Resource Management in subsequent semesters.</p>			
VII	<p><b><u>Directing</u></b></p> <p><b>Leadership:</b> (a) Meaning and Characteristics (b) Leadership Styles (Authoritative, Democratic, Free-rein style; Likert's Leadership Styles; Narcissistic Leadership) (c) Transactional &amp; Transformational Leaders</p> <p><b>Motivation:</b> (a) Meaning and Process (b) Nature of Motivation (c) Motivational Theories - Maslow's Hierarchy of Needs, McGregor Theory X &amp; Theory Y, McClelland's Needs Theory of Motivation, Herzberg's Motivation Hygiene Theory (d) Motivational Tools &amp; Techniques</p> <p><b><u>Learning outcome:</u></b> Management is all about "managing people" and leadership as well as the various motivational processes are the key. Students would know application of motivation processes in various business contexts. They would be exposed to cases of some charismatic, transformative and effective leaders.</p>	<p>Pre-readings, Lectures, Case Discussions, Audiovisual aids, Videos</p>	<p>10</p>	<p>Management - K. Ghuman and K. Ashwathappa</p> <p>Management - S.P. Robbins, M Coulter, N Vohra</p> <p>Management - Richard Daft</p> <p>Essentials of Management - H. Koontz, H. Weihrich</p>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

VIII	<p><b><u>Co-ordination</u></b>                  (a) Meaning and Need                  (b) Types of Coordination                  (c) Techniques of Coordination                  (d) Difficulty in Coordination</p> <p><b><u>Learning outcome:</u></b>                  Students will understand the various kinds of coordination techniques used by effective managers.</p>		03	Principles of Management - P. C. Tripathi and P.N. Reddy
IX	<p><b><u>Module IX: Controlling</u></b>                  (a) Meaning and Characteristics                  (b) Importance of Controlling                  (c) Control Process                  (d) Control Techniques</p> <p><b><u>Learning outcome:</u></b>                  Successful organizations have appropriate control processes in place and students would learn to design such process and also use appropriate control technique to continuously assess the performance of the business.</p>	Pre-readings, Lectures, Case Discussions, Audiovisual aids, Videos	04	Management - K. Ghuman and K. Ashwathappa  Management - S.P. Robbins, M Coulter , N Vohra  Management - Richard Daft  Essentials of Management - H. Koontz, H. Weihrich
X	<p><b><u>Organization Change</u></b>                  (a) Need for planned change/                  Factors responsible for change                  (b) Types of Change                  (c) Process of Change (Kurt Lewin 3-step process; White water rapids metaphor)</p> <p><b><u>Learning outcome:</u></b>                  Students would know the basic elements of organizational change important to create adaptive and resilient organization that will be more sustainable in a dynamic competitive environment.</p>	Pre-readings, Lectures, Case Discussions, Audiovisual aids, Videos	03	Management - K. Ghuman and K. Ashwathappa  Management - S.P. Robbins, M Coulter , N Vohra  Management - Richard Daft  Essentials of Management - H. Koontz, H. Weihrich

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

**Text Books:**

- Robbins, Coulter & Vohra. Management. Pearson, New Delhi
- Koontz & Weihrich. Essentials of Management. McGraw Hill, New Delhi.
- Ghuman & Aswathappa. Management: Concept, Practice & Cases. McGraw Hill, New Delhi.

**Reference Books:**

- Richard L Daft, New Era of Management. Cengage Learning
- Robbins, Decenzo, Bhattacharya & Agarwal. Essentials of Management. Pearson, New Delhi.
- Tripathi & Reddy. Principles of Management. McGraw Hill, New Delhi.
- Peter Senge, The Fifth Discipline. Crown Publishing Group
- Peter F Drucker, Management. HarperCollins publishers, New York.

**Any other information :**

**Overall Learning Outcome:**

At the end of this course, students will be aware of the latest research and literature in contemporary management; the best management practices in various industrial and social contexts; and will be able to apply this knowledge towards not just becoming a good manager or leader but also developing a motivated, engaged and skilled workforce. Also, it will help students think more like a management consultant rather than a manager only, who has all knowledge but sometimes lacks practical wisdom or *phronesis*.

**Note: Latest edition of the text book may be used.**

**Prepared by**

Dr. Praveen Saxena  
Mr Neelesh Kumar  
Mr Vivek Saurav  
Ms Pallavi Dalal

**Approved by**



Signature  
(Dean)

Signature  
(Concerned Faculty/HOD)

**SVKM's Narsee Monjee Institute of Management Studies**  
**Name of School – Anil Surendra Modi School of Commerce**

Program: <b>F.Y.B.Com. (Hons.)</b>				Semester : II		
Course: <b>Essentials of IT</b>				Code: <b>7401E008</b>		
Teaching Scheme				Evaluation Scheme		
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Credit</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>	
60	0	0	4	50	50	
Internal Component Assessment (50 marks) break up						
ICA 1 Class Assignment		ICA 2 Class Journal/Viva		ICA 3 MS Excel Test		
(20 Marks)		(10 Marks)		(10 Marks)		
(10 Marks)		(10 Marks)		(10 Marks)		
<b>Learning Objectives:</b>						
Individuals will progress from basic to more advanced Excel concepts and learn database package that is Microsoft Access, which are very useful tools for business operations.						
<b>Learning Outcomes:</b>						
Students will be well versed with various computer fundamentals after undergoing this curriculum and understand the power of the software tools and applications in business.						
<b>Pedagogy:</b>						
Lecture, Power Point Presentation, Practical, Discussion, Class Journal etc.						
<b>Module</b>	<b>Module Content</b>			<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
1	<u><b>Basics of Microsoft Excel:</b></u> <ul style="list-style-type: none"> <li>• Concept of Workbook, Worksheet, Cell</li> <li>• Types of data, Entering, Editing, Deleting data into cell. Fill command, Series command, Custom list, Cell command</li> <li>• Consolidation of Worksheets.</li> <li>• Selecting, Inserting, and Deleting cells, Rows, Columns, Ranges, Cell formatting.</li> <li>• Relative reference Absolute reference.</li> <li>• Sorting and Filter</li> <li>• Formulas, Operators, Precedence of operators</li> <li>• Important shortcuts</li> </ul>			Practical Demonstration with excel examples / Quiz / Assignments	7	Book1

**SVKM's Narsee Monjee Institute of Management Studies**  
**Name of School – Anil Surendra Modi School of Commerce**

2	<p><b><u>Functions in Microsoft Excel:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Financial Functions: -</b> FV ( ), PMT ( ), PV ( ), NPER ( ), RATE ( )</li> <li>• <b>Statistical Functions: -</b> AVERAGE ( ), AVERAGEIF ( ), AVERAGEIFS ( ), COUNT ( ), COUNTIF ( ), COUNTIFS ( ), SUM ( ), SUMIF ( ), SUMIFS ( ), MIN ( ), MAX ( ), MEDIAN ( ), STDEVA ( )</li> <li>• <b>Advanced Statistical Function: -</b> TREND ( ), GROWTH ( ), CORREL ( ), FORECAST ( ), GEOMEAN ( )</li> <li>• <b>String Functions: -</b> LEN ( ), RIGHT ( ), LEFT ( ), MID ( ), PROPER ( ), UPPER ( ), LOWER ( ), CONCATINATE ( )</li> <li>• <b>Logical Functions: -</b> AND ( ), OR ( ), NOT ( ), IF ( )</li> <li>• <b>Date Functions: -</b> DAYS ( ), NOW ( ), TODAY ( )</li> </ul>	Practical Demonstration with excel examples/ Quiz /Assignments	15	Book1
3	<p><b><u>Advanced Microsoft Excel:</u></b></p> <ul style="list-style-type: none"> <li>• Advanced Filter</li> <li>• Introduction to Conditional Formatting</li> <li>• Simple Dashboard</li> <li>• Pivot table using slicer and time line</li> <li>• Working with VLookup( ) and HLookup( )</li> <li>• Index and Match Functions</li> <li>• Data validation</li> </ul>	Practical Demonstration with excel examples/ Quiz /Assignments	13	Book1
4	<p><b><u>Data analysis using Microsoft Excel:</u></b></p> <ul style="list-style-type: none"> <li>• WhatIF analysis (Goal Seek and Data Table)</li> <li>• Data Analysis Toolpack (correlation, Descriptive statistics, Histogram, Moving Average)</li> <li>• RealStats and Solver</li> <li>• Flash fill, Subtotal, Freezing Panes</li> <li>• Google form creation and data processing</li> <li>• Google Sheets</li> </ul>	Practical Demonstration with excel examples/ Quiz /Assignments	10	Book2



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**Name of School – Anil Surendra Modi School of Commerce**

5	<p><b>Concepts of RDBMS and Database Software (MS-ACCESS):</b></p> <ul style="list-style-type: none"> <li>• <b><u>Database and its Objects</u></b> <ul style="list-style-type: none"> <li>- Introduction Access Database and its Objects including Table, Query, Form, Reports,</li> <li>- Creating Database</li> <li>- Working with data including inserting, modifying and deleting records.</li> <li>- Navigation Database including records, find and replace.</li> <li>- Access data types</li> </ul> </li> <li>• <b><u>Tables</u></b> <ul style="list-style-type: none"> <li>- Creating tables through wizard and design view, datasheet view.</li> <li>- Understanding field properties: field size, input mask, format, validation rule, validation text, caption, default value.</li> <li>- Working with primary keys, foreign key - Defining relationship and setting up the referential integrity</li> </ul> </li> <li>• <b><u>Queries</u></b> <ul style="list-style-type: none"> <li>- Selecting data using SELECT statement, FROM clause, WHERE clause, HAVING clause, ORDER BY, GROUP BY, DISTINCT. Changing data with UPDATE statement, removing data with DELETE statement.</li> </ul> </li> <li>• <b><u>Forms</u></b> <ul style="list-style-type: none"> <li>- Understanding forms and its properties.</li> <li>- Creating forms through design view.</li> <li>- Understanding and implementing necessary controls</li> </ul> </li> <li>• <b><u>Reports</u></b> <ul style="list-style-type: none"> <li>- Understanding reports basics</li> <li>- Creating reports through design view.</li> <li>- Sorting and grouping the reports.</li> <li>- Conditional formatting in Reports.</li> </ul> </li> </ul>	<p>Practical            Demonstrati            on with            Access            database            examples /            Quiz            /Assignment            s</p>	15	Book3
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**Text Books:**

1. John Walkenbach, Microsoft Excel 2013, John Wiley & Sons (Book 1)
2. MS excel 2010 Data analysis and Business Modeling, Wayne L. Winston (Book 2)
3. Curtis D.Frye, Microsoft Access 2010, Microsoft Press, Eastern Economy Edition (Book 3)

**References:**

- <https://support.office.com>

**Learning Outcome:**

**Knowledge:** Students can acquire the knowledge of computers and its fundamentals Spreadsheets, Common keyboard commands, Database, Security etc.

**Skill development:** Students can learn by using excel how to convert raw data into meaningful information. They will learn by doing exercises in Excel how to perform calculation faster. They will understand by using Excel how data can be visualized. They will learn how to do financial planning. Microsoft Access is a database management application used to enter, search, sort and report on information.

**Attitude:** Student will feel more confident towards computers after learning MS Excel, MS Access and other IT fundamentals.

Prepared by

Approved by

Signature

(Concerned Faculty/HOD)



Signature

(Dean)

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

<b>Program: F.Y.B. Com. (Hons.)</b>				<b>Semester : II</b>	
<b>Course : Financial Accounting - II</b>				<b>Code: 7401F002</b>	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Credit</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
60	0	0	4	50	50
<b>Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up</b>					
<b>ICA 1 (Compulsory) Quiz (20 marks)</b>			<b>ICA 2 (Compulsory) Class Test (30 marks)</b>		
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. Acquiring Conceptual Clarity of Various Functions and Ability to Analyse Various Functional Issues</li> <li>2. To help students acquire conceptual knowledge of amalgamation of partnership firms.</li> <li>3. To help students acquire conceptual knowledge of accounting of Co-operative Societies and Trusts.</li> <li>4. To help students acquire conceptual knowledge of investments and Hire purchase.</li> </ol>					
<b>Learning Outcomes:</b>					
<p>After completion of the course, students would be able to :</p> <ol style="list-style-type: none"> <li>1. Students are expected to have working knowledge of various methods and various adjustments during amalgamation of partnership firm and piecemeal distribution.</li> <li>2. Students are expected to understand and be able to prepare basic accounts of Co-operative Societies, Trusts and Branch.</li> <li>3. Students will understand the accounting for investments and Hire purchase.</li> </ol>					
<b>Pedagogy</b>					
<p>Pre-reading material will be uploaded for all the modules beforehand. Content and type of material may vary for each module depending on the requirements. In addition, following pedagogy will be used:</p> <ol style="list-style-type: none"> <li>i. Theory Notes / PPT</li> <li>ii. Practical Sums</li> <li>iii. Assignments/ Class Quiz/ MCQs</li> </ol>					
<b>Detailed Syllabus: ( per session plan )</b>					

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
1	Accounting for Limited Liability Partnership (including Final Accounts and Amalgamation of Partnership Firms)	Soft copy of notes and problems, chalk talk, case lets, handouts of practical questions and practice Questions	10	Advanced Accountancy - Vol I - By S.N. Maheshwari and S.K.Maheswari Financial Accounting (revised edition)- Ainapure
2	Accounting for Piecemeal Distribution. - Excess Capital Method - Maximum Loss Method	Soft copy of notes and problems, chalk talk	12	Financial Accounting for B.Com, CA,CS and ICWA - By S.N. Maheshwari and S.K.Maheswari 3.148-3.159
3	Final Accounts of Co-operative Societies and Trusts. Simple practical problems on preparation of final accounts of a cooperative housing society.	Soft copy of notes and problems, chalk talk, handouts of practical questions	10	Advanced Accountancy - Vol I - By S.N. Maheshwari and S.K.Maheswari  Accounts of Non-Profit Making Organizations 1.343-1.402
4	Branch Accounts – Stock and debtors method, Debtors Method and Independent Branch Method (including goods invoiced at wholesale price to retail branches, advanced concepts Independent Branches, Inter-branch transactions, integrated and non-integral foreign operations as per revised AS 11)	Soft copy of notes and problems, chalk talk, handouts of practical questions	10	ICAI notes applicable for May 2021 exam onwards.
5	Investment accounting	Soft copy of notes and	10	ICAI notes applicable for

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

		problems, chalk talk, handouts of practical questions		May 2021 exam onwards.
6	Hire Purchase Accounting – Sales method, Interest Suspense method and Cash price method	Soft copy of notes and problems, chalk talk, handouts of practical questions	8	ICAI notes applicable for May 2021 exam onwards.
			<b>60</b>	

**Reference Books:**

- S. N. Maheswari and S.K. Maheshwari - Advanced Accountancy, Volume 1
- S. N. Maheswari and S.K. Maheshwari - Financial Accounting for B.Com, CA,CS and ICWA
- M.C. Shukla and T.S. Grewal - Advanced Accounts
- Ainapure – Financial accounting
- R.L. Gupta and Radhaswamy - Advanced Accounts
- Sehgal and Sehgal (Volume 1 and 2) - Advanced Accountancy
- Hanif and Mukherjee - Financial Accountancy/Advanced Accountancy

Accounting Standards and study material issued by ICAI

**Any other information :**

**Note:** Latest edition of text book may be used.

Prepared by  
Garima Pandey

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**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

<b>Program: F.Y.B.Com. (Hons.)</b>				<b>Semester : II</b>	
<b>Course :</b> India Social Political & Economic System & Current Affairs				<b>Code: 7401I001</b>	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Credit</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
60	0	0	4	50	50
<b>Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up</b>					
<b>25 marks- Section A</b>		<b><u>ICA 1- Section A</u></b> Class Assignment & Quiz 10 marks		<b><u>ICA 2- Section A</u></b> Project & Class Participation/Journal 15 marks	
<b>25 marks Section B</b>		<b><u>ICA 1- Section B</u></b> Test/Quiz/Case Study Analysis - 10 marks		<b><u>ICA 2- Section B</u></b> E- topics/ Economic Current Affairs/ Articles Quiz	
<b><u>Learning Objectives: Part A</u></b>					
<ul style="list-style-type: none"> <li>• To acquaint students with interdependence between business and Society. Also, to sensitize students towards their responsibilities as a citizen and a business entity.</li> <li>• To create innovative business solutions to eradicate India of current social problems &amp; use awareness as a tool for the same.</li> <li>• Help students understand the Economic affairs and its implications.</li> </ul>					
<b><u>Learning Outcomes: Part B</u></b>					
<ul style="list-style-type: none"> <li>• To create innovative business solutions to deal with the current economic problems &amp; use New concepts as a tool for the same.</li> <li>• Help students understand the Economic current affairs and its implication for our economy.</li> </ul>					
<b>Pedagogy for both part A and B:</b>					
Power point presentations, discussions, debates, case study/Newspaper articles, Research papers, documentaries, movies, videos, Guest Lectures & TED talks.					
<b>Detailed Syllabus: ( per session plan )</b>					

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
<b>Section A:</b>				
I	<p><b>Module 1</b> <b>Indian Society</b></p> <ol style="list-style-type: none"> <li>1. Introduction to Indian and Western Business ideology.</li> <li>2. Break through on the Indian social platform through Social Entrepreneurship.</li> <li>3. Theory of change, Resistance to change, and Business as a change agent</li> <li>4. Studying the Hofstede's cultural dimension theory (6D MODEL)</li> <li>5. The Effect of Covid on Indian Business</li> <li>6. Factors influencing social progress- demographic transition theory and role of millennials, culture, religion (communalism), regionalism.</li> <li>7. The contribution of Media in Social progress. Media as a reflection of society, Business aspects of media, Freedom of press, Indian Cinema, Social Media.</li> <li>8. Stakeholder theory and Mendelow's Matrix(Application based exercises)</li> <li>9. Studying the SWOT analysis of business</li> </ol> <p><b>Learning outcome:</b> A developed understanding that any business house has potential to bring in change in the society and contribute towards nation building. An able understanding that only government is not responsible in</p>	Articles for pre reading, PPT, documentaries, discussions, case study.	15	Shinde P G., Bhagwat Mahesh, Nimbalkar Namita, Shinde Meghna; Foundation Course I; Third Edition; Sheth Publishers PVT. LTD.

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
	<p>bringing about change, rather all its citizens must equally play the role of a change agent. Understand the all accommodative nature of Indian Society. Studying the 6B module in Hofstedes. Studying the effect of the Covid pandemic on Indian Businesses. A deeper understanding of movements like Communalism and Regionalism V/S Nationalism. Also learn the role of media as an important change agent.</p>			
<p align="center">II</p>	<p><b>Module 2</b>  <b>Human Rights, Health and Education.</b></p> <p><b>Human Rights-</b> The UNHR, Human Rights Violation and Redressal of Vulnerable Groups-women, children, ST/SC/OBC, elderly population, foreign tourists, and LGBT community</p> <p><b>Health-</b> Physical and psychological health, Private/Public health services, Growing Privatization, Health and Business.</p> <p><b>Education-</b> Education as a right, Factors affecting the Education System, Education and Business.</p> <p><b><u>Learning outcome:</u></b></p> <p>1. To be sensitive towards understanding the purpose of Human Rights. Taking every possible step to guard the human virtue and report any</p>	<p>Articles for pre reading, PPT, documentaries, discussions, case study.</p>	<p align="center">10</p>	<p>Shinde P G., Bhagwat Mahesh, Nimbalkar Namita, Shinde Meghna; Foundation Course I; Third Edition; Sheth Publishers PVT. LTD.</p>



**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
	<p>instance violations of human rights. To retain its true spirit.</p> <p>2. Understanding that mental health is as important as physical health. Understanding the role and responsibilities of government in providing affordable health care to its citizens. Role of private entities.</p> <p>Understanding the existing education system. Through case study understanding the problems and measures to overcome the challenges. Role of private entities.</p>			
<p align="center">III</p>	<p><b>Module 3</b> <b>Politics, Indian constitution and Government</b></p> <p>Role of politics in social progress, Political, Social and legal Crisis, Politics and Business, Genesis -Before Independence, Features of the Constitution, Fundamental rights and Directive Principles.</p> <p><b>Learning outcome:</b> Empowered by understanding the legal system of our country. Take active measures to assert and retain our fundamental rights as citizens of India. Respect and safeguard the Fundamental Duties.</p> <p>Understand and value the right to vote. Being aware of the political parties and their interest and vote with responsibility. To understand the political system and its relationship with business entities. Understand the role of politics in social and legal crisis.</p>	<p>PPT, case study, Discussions.</p>	<p align="center">5</p>	<p>Shinde P G., Bhagwat Mahesh, Nimbalkar Namita, Shinde Meghna; Foundation Course I; Third Edition; Sheth Publishers PVT. LTD.</p>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
<b>Section B: Economics and Current Affairs</b>				
1	<p><b><u>Role of Economics in real world:</u></b></p> <p><b>Fundamentals of macroeconomics:</b> Consumption, savings – productive, unproductive, Investment, determinants of investment</p> <p><b><u>Article 1a: Unproductive Savings</u></b>  <b><u>Article 1b: Financial Inclusion</u></b>  <b><u>Article 1c: Savings as unproductive Savings</u></b></p>	Newspaper articles, Case studies, PPTs, Videos, discussions	4	<ul style="list-style-type: none"> <li>Economic Environment &amp; Policies for business by Justin Paul &amp; Parul Gupta</li> </ul>
2	<p><b><u>Topic 2: Economic reforms: LPG-</u></b></p> <ul style="list-style-type: none"> <li>Privatization and Disinvestment</li> <li>Objectives and modes of disinvestment</li> <li>Liberalization – features</li> <li>Transition from Planning Commission to Niti Aayog</li> <li>Globalization: foreign investments</li> <li>FDI and FIIs</li> <li>Advantages and disadvantages of FDI</li> <li>Modes of entry of FDI: Joint venture, merger, acquisition, Strategic Alliance &amp; Wholly owned subsidiary.</li> </ul> <p><b><u>Article 2 a: A renewed approach towards disinvestment</u></b>  <b><u>Article 2 b: Recent changes in FDI norms</u></b>  <b><u>Article 2 c: Asset Monetization</u></b></p>	Newspaper articles, Case studies, PPTs, Videos, discussions	8	<ul style="list-style-type: none"> <li>Business Environment by Namita Gopal</li> <li>Official site</li> </ul>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
3	<p><b><u>Topic 3: Fiscal Policy</u></b></p> <ul style="list-style-type: none"> <li>• Introduction &amp; objectives</li> <li>• <b>Tool: Union Budget</b> – its components</li> <li>• <b>Indicators of Fiscal Imbalance:</b> fiscal, revenue and primary deficits and their impact</li> <li>• New fiscal approach: from deficit financing to WMA, FRBM Act</li> <li>• <b>Finance Commission:</b> role</li> </ul> <p><b><u>Article 3. a: Stimulus package during COVID- 19 and its impact on fiscal deficit</u></b>  <b><u>Article 3b: FRBM Act</u></b></p>	Newspaper articles, Case studies, PPTs, Videos, discussions	6	<ul style="list-style-type: none"> <li>• Economic Environment &amp; Policies for business by Justin Paul &amp;Parul Gupta</li> <li>•</li> </ul>
4	<p><b><u>Topic 4: Monetary Policy</u></b></p> <ul style="list-style-type: none"> <li>• Quantitative tools: CRR, SLR, Repo &amp; reverse Repo, OMOs, MSF</li> <li>• Objectives &amp; Current issues</li> </ul> <p><b><u>Article 4: Monetary policy review- RBI- recent bi monthly policy meeting minutes</u></b></p>	Newspaper articles, Case studies, PPTs, Videos, discussions	4	<ul style="list-style-type: none"> <li>• Official Govt site- RBI.gov.in</li> </ul>
5	<p><b><u>Economic Systems</u></b></p> <ul style="list-style-type: none"> <li>• <b>Capitalism:</b> Features, merits and Demerits</li> <li>• <b>Communism:</b> features</li> <li>• <b>Socialism</b> features</li> <li>• <b>Mixed economy:</b> features and role of government</li> <li>• Differences between                             <ul style="list-style-type: none"> <li>○ Communism and socialism</li> </ul> </li> </ul>	Newspaper articles, Case studies, PPTs, Videos, discussions	3	<ul style="list-style-type: none"> <li>• Economic Environment of Business by Misra &amp; Puri</li> </ul>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
	<ul style="list-style-type: none"> <li>○ Capitalism and Socialism</li> <li>○ Capitalism and Communism</li> </ul> <p><b><u>Article 3: US is a mixed Economy!</u></b></p>			
6	<p><b><u>Topic 6: Banking structure: public, private and foreign</u></b></p> <ul style="list-style-type: none"> <li>• Differences between cooperative and commercial banks</li> <li>• Functions of RBI</li> </ul> <p><b><u>Article 6: Consolidation of banks- Pros and cons</u></b></p>	Newspaper articles, Case studies, PPTs, Videos, discussions	2	<ul style="list-style-type: none"> <li>• Business Environment by Namita Gopal</li> </ul>
7	<p><b><u>Topic 7: Role of SEBI</u></b></p> <p><b><u>Case discussion: Role of SEBI as a market regulator with reference to Insider trading</u></b></p>	Newspaper articles, Case studies, PPTs, Videos, discussions	1	<ul style="list-style-type: none"> <li>• Official site</li> </ul>
8	<p><b><u>Topic 8: Governance and Citizenship</u></b></p> <ul style="list-style-type: none"> <li>• <b>Topic 8A:</b> RTI: Introduction, challenges in its implementation, exemptions under RTI</li> <li>• <b>Topic 8B:</b> CPA: Introduction, rights of consumers</li> <li>• <b>Topic 8C:</b> Public Interest Litigation</li> </ul>	Newspaper articles, Case studies, PPTs, Videos, discussions	2	<ul style="list-style-type: none"> <li>• Economic Environment of Business by Misra &amp; Puri</li> <li>• <b>Official site</b></li> </ul>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

**Overall Learning Outcome:**

**Knowledge:** 1. Equip students with knowledge that help them become competitive in rapidly changing society and in their quest to become a successful business entity.

**Skills:** 1. Analyze the changing social trends in terms of its positive and negative impact on society.  
2. Contribute by spreading awareness

**Abilities:** 1. Questioning and reconstructing redundant, oppressive practices, emerge with business solutions and improve the social fabric of the society.

**Note:** Latest edition of text book may be used.

**Text Books: Part B**

1. **Peter Ronald dsouza;** Contemporary India: Transitions; 2000; Sage Publications India PVT, LTD.
2. **Jean Dreze; India:** Development and participation; 2002; Oxford University Press.  
**Indian Economy** By Misra & Puri, Indian Economy by Dutt & Sundaram
3. **Mankiw-Princliples of Microeconomics**

**Reference Books:**

**Any other information:**

**Official sites:** Indiabudget.com, Rbi.gov.in, Economic Survey: 2019-120, Budget 20-21

**Note:** Latest edition of text book may be used.

Prepared by



Signature  
(Concerned Faculty/HOD)

Approved by



Signature  
(Dean)

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

<b>Program: F.Y.B.Com.(Hons.)</b>				<b>Semester : II</b>	
<b>Course : Macroeconomics</b>				<b>Code: 7401M001</b>	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Credit</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
60	0	0	4	50	50
<b>Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up</b>					
<b>ICA 1 Written Test: 20 marks</b>		<b>ICA 2 Quiz:20 Marks</b>		<b>ICA 3 Project Report/ Presentation:10</b>	
<p><b>Learning Objectives:</b> The course aims at providing the student with knowledge of basic concepts of the macro economics. The modern tools of macro-economic analysis are discussed and the policy framework is elaborated, including the open economy. This Module has been designed to explain the subject matter in a manner that is easy to understand and also provide a treatment of economic theory that is relevant to the real world. This is accomplished by including real world examples and case studies along with the study of economic models.</p>					
<p><b>Learning Outcomes:</b> Students will learn: How different sectors interact in macro economy. How national income is calculated. Concept of the multiplier effect in an economy. Analysis of the money market. Role of fiscal and monetary policy in macro economy. Causes and impact of inflation and policies to control it. Balance of payments, impact of capital flows in an open economy and role of economic policies in an open economy.</p>					
<p><b>Pedagogy:</b> A mixture of lecture method with case studies and current newspaper articles. Subject will be taught in an interactive manner with lot of class room discussions and debates. Class notes, class interactions, assignments, presentations</p>					
<b>Detailed Syllabus: ( per session plan )</b>					

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
I	<b>Introduction:</b> concepts and variables of macroeconomics, circular flow of income in a two sector, three sector and four sector economy, concept of leakages and injections.	Lectures with class discussions.	4	Vanita, Agarwal (chapter 1 and 2) ; Abel and Bernake (Chapter 1)
II	<b>National Income and its determination-</b> National Income Aggregates, (concept of gross and net, national and domestic, at market price and factor cost ) nominal and real GDP, Treatment of certain transaction in national income accounting( sale of second hand goods, changes in inventories, owner occupied dwellings, services of house wives, services of consumer durables,) ., national income identities, measurement of national income by income, expenditure and value added method, simple numerals on national income.  <b>Class Discussion: E-chapter, volume-II, Economic survey 2014-15: chapter 1, Box 1.1- Revision of the Base Year of National Accounts from 2004-05 to 2011-12 (page 3)</b>	Prereading Lectures with class discussions. Solving numericals	5	Vanita Agarwal, (Chapter 3) Dornbusch (Chapter 2)
III	<b>Classical Model of Income Determination-</b> Say's Law, Output and Employment in the Classical Model, Criticism of the Classical model.	lecture	1	Vanita Agarwal (Chapter 3)
IV	<b>Keynesian Model of Income Determination-</b> Keynesian consumption function, aggregate demand in two, three and four sector economy, determination of equilibrium income, shifts in aggregate demand and the multiplier in two, three and four sector economy with numericals( for	Lectures with case studies and current newspaper articles based discussion. Solving numericals	10	Vanita Agarwal, (Chapter 5,6,7,8)  Mankiw (pg

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

	<p>two, three and four sector economy), Paradox of thrift, limitations of the multiplier, application of multiplier to Less Developed countries</p> <p><b>Case Study: Cutting Taxes to Stimulate Economy, Mankiw, Pg287</b></p> <p><a href="https://economictimes.indiatimes.com/news/economy/finance/india-considering-7-7-billion-stimulus-spending-in-2017/18-government-sources/articleshow/60780738.cms">https://economictimes.indiatimes.com/news/economy/finance/india-considering-7-7-billion-stimulus-spending-in-2017/18-government-sources/articleshow/60780738.cms</a></p>			287)
V	<p><b>Analysis of the monetary sector-</b> Theory of money supply (H theory of Money supply), measures of money supply in India (M1 to M4), Quantity Theory of money ( Income Version: Briefly), Keynesian theory demand for money, and determination of rate of interest in the money market , Liquidity Trap</p>	<p>Lectures class discussion and examples</p>	<b>10</b>	Vanita Agarwal (Chapter 11,12,13,14)
VI	<p><b>IS-LM Framework-</b> Goods and money market equilibrium, shifts in IS and LM curves, role of monetary and fiscal policy in a closed economy, Numericals</p> <p><b>Case Study:</b> The Truth about Abenomics (<a href="http://www.businessinsider.in/THE-TRUTH-ABOUT-ABENOMICS-The-Japanese-Economic-Experiment-Thats-Captivating-The-World/articleshow/21249656.cms">http://www.businessinsider.in/THE-TRUTH-ABOUT-ABENOMICS-The-Japanese-Economic-Experiment-Thats-Captivating-The-World/articleshow/21249656.cms</a> )</p> <p>The Great Depression: Mankiw, Chapter11</p> <p>The Japanese Slump of the1990s: Mankiw, Chapter11</p>	<p>Lectures with case studies and current newspaper articles based discussion. Solving numericals</p>	<b>10</b>	Vanita Agarwal, : (Chapter16,17) Mankiw (Chapter 10,11)
VII	<p><b>Inflation and unemployment-</b> causes of inflation (demand side and supply side), economic and social costs of inflation (briefly)</p>	<p>lectures with case studies and current newspaper articles,</p>	<b>5</b>	Vanita Agarwal,



**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

	<p>control of inflation. Unemployment- natural rate of unemployment, frictional and structural unemployment. Phillips curve (Short Run), the trade-off between inflation and unemployment, sacrifice ratio. Different measures of inflation in India: CPI, WPI, GDP deflator, Core Inflation, headline inflation</p> <p><b>Case Study: Inflation targeting and the evolution of monetary policy</b></p> <p><a href="https://www.livemint.com/Sundayapp/b6dtiEFyLTGFikJmZ5qZfj/Inflation-targeting-and-the-evolution-of-monetary-policy.html">https://www.livemint.com/Sundayapp/b6dtiEFyLTGFikJmZ5qZfj/Inflation-targeting-and-the-evolution-of-monetary-policy.html</a></p>	discussion and debates.		(Chapter19, 20, 21)
VIII	<p><b>Open economy-</b> Foreign exchange market, fixed/flexible exchange rate system, Mundell-Fleming Model, balance of payment, role of fiscal and monetary policy in an open economy (Expenditure Reducing and Expenditure Switching Policy)</p> <p><b>Case Study: Opinion   India's impossible trinity problem</b></p> <p><a href="https://www.livemint.com/Opinion/8zXO5x6PUmEjhtf2sCw11K/Indias-impossible-trinity-problem.html">https://www.livemint.com/Opinion/8zXO5x6PUmEjhtf2sCw11K/Indias-impossible-trinity-problem.html</a></p> <p><b>Here are the clues that RBI, others can draw from the US Fed action</b></p> <p><a href="https://www.business-standard.com/article/economy-policy/here-are-the-clues-that-rbi-others-can-draw-from-the-us-fed-action-118061400347_1.html">https://www.business-standard.com/article/economy-policy/here-are-the-clues-that-rbi-others-can-draw-from-the-us-fed-action-118061400347_1.html</a></p>	Prereading Lectures with case studies and current newspaper articles, discussion and debates.	<b>10</b>	<p>Vanita Agarwal, (Chapter22,23,24)</p> <p>Dornbusch: Chapter12</p> <p>Mankiw: Chapter 12</p>
	<b>Project Work</b>		<b>5</b>	

**Text Books:**

1. Vanita, A. *Macroeconomics: Theory and Policy*. Pearson Education India. (latest edition)

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

2. Mankiw, N. Gregory, Macroeconomics, 6E, Macmillan Worth Publishers New York, Hampshire U.K. )
3. Dornbusch, Fischer, Startz: Macro Economics, 8<sup>th</sup> Edition , Tata McGraw-Hill

**Reference Books:**

1. Branson, W.H., 1989. Macroeconomic Theory and Policy. Harper & Row.
2. Dornbusch, 2005. Macroeconomics, 6/E. Tata McGraw-Hill Education.
3. Dwivedi, 2010. Macroeconomics, 3E. Tata McGraw-Hill Education.
4. Froyen, R.T., 2009. Macroeconomics: Theories and Policies. Pearson Prentice Hall

**Any other information:**

**Note: Latest edition of text book may be used.**

Prepared by:

Approved by:

Signature  
(Concerned Faculty/HOD)



Signature  
(Dean)

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

<b>Program: F.Y.B.Com. (Hons.)</b>				<b>Semester: II</b>	
<b>Course: Principles of Marketing</b>				<b>Code: 7401P002</b>	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Credit</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
60	0	0	4	50	50
<b>Internal Component Assessment break up</b>					
<b>ICA 1 Quizzes/MCQs 20 Marks</b>		<b>ICA 2 Presentations 10 Marks</b>		<b>ICA 3 Assignments/ Case-studies 20 Marks</b>	
<b>Program learning Goals: Understanding of Marketing as a Business Function</b> PLO 1a- Acquiring Conceptual Clarity of Marketing as a Function. PLO 1b- Ability to analyze the importance and impact of marketing function in an organization. PLO 1c- Demonstrating ability to evolve marketing strategies for organizational benefits					
<b>Learning Outcomes:</b> On successful completion of the course, students will be able to: 1. Recalling, relating and inferring the marketing concepts to adapt to the business environment. 2. Develop and demonstrate marketing skills to apply and extend its role in an organization. 3. Design and develop integrated marketing strategies for products for organizational and societal benefits.					
<b>Pedagogy</b> 1. Power-point & Prezi Presentations 2. Videos 3. Role plays, Critical evaluations of Marketing concepts					
<b>Detailed Syllabus: (per session plan)</b>					

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Indicative session plan</b>
I	<ul style="list-style-type: none"> <li>❖ Introduction and Goals of Marketing</li> <li>❖ <b>Core marketing concepts</b> – Need, Wants and Demand, Target Markets, Positioning and</li> </ul>	PowerPoint presentations, case-studies, articles, and AVs.	12	<u><a href="#">Session 1</a></u> Introduction, objectives, Learning outcomes, ICA,

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

	<p>Segmentation, Offerings and Brands, Marketing Channels, Paid, Owned and Earned Media, Impressions and Engagements, Value &amp; Satisfaction, Supply Chain, Competition and Marketing Environment</p> <ul style="list-style-type: none"> <li>❖ Scope of marketing</li> <li>❖ Company orientation to market place</li> <li>❖ Brief introduction to the Marketing Mix concept</li> <li>❖ Creating Value for the customer- Tangible &amp; Intangible Benefits</li> <li>❖ Customer Value Delivery Process – Selection, creation, communication, delivery, capturing the value back and enhancing the value</li> <li>❖ Analysing the marketing environment – meaning and importance, Marketing Environment of India</li> </ul>			<p>goals of marketing, scope of marketing</p> <p><a href="#"><u>Session 2</u></a> Core concepts</p> <p><a href="#"><u>Session 3</u></a> Company orientations</p> <p><a href="#"><u>Session 4</u></a> Value in Marketing</p> <p><a href="#"><u>Session 5</u></a> Marketing Environment</p> <p><a href="#"><u>Session 6</u></a> Revision and Assessment</p>
II	<ul style="list-style-type: none"> <li>❖ Introduction to Consumer Behavior - Stimulus-response Model (in brief)</li> <li>❖ <b>Factors influencing Buyer Behavior</b> - Cultural, social and personal</li> <li>❖ <b>Psychographic Process/factors</b> <ul style="list-style-type: none"> <li>• Motivation - Marketing applications of Maslow's theory</li> <li>• Perception - Perceptual process in marketing)</li> <li>• Attitude - Multi-attribute Attitude Model</li> </ul> </li> </ul>	Powerpoint presentations, case-studies, articles, and AVs.	8	<p><a href="#"><u>Session 7</u></a> Introduction, Model of consumer behavior, cultural, personal and social factors</p> <p><a href="#"><u>Session 8</u></a> Psychological processes</p> <p><a href="#"><u>Session 9</u></a> Consumer Buying</p>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

	<ul style="list-style-type: none"> <li>• Integration – compensatory and non- compensatory, Heuristics</li> <li>• Learning - Marketing examples of Classical and instrumental conditioning</li> <li>• Emotions and Memory (in brief)</li> <li>❖ Buying Habits/Shopping Behavior</li> <li>❖ Stages Consumer goes through</li> <li>❖ Consumer Behavior in adopting New Products – Individual Differences and innovation adoption model</li> <li>❖ Participants in Buying Decision – Buying Roles</li> </ul>			<p><a href="#">Session 10</a> Revision and Assessment</p>
III	<ul style="list-style-type: none"> <li>❖ Segmentation               <ul style="list-style-type: none"> <li>• Definition and importance, basis of segmentation, Geographic, Demographic, Psychographic and Behavioral</li> <li>• Attributes of effective Segmentation</li> <li>• Multilevel Segmentation</li> </ul> </li> <li>❖ Target Market Selection – Single segment concentration, Market specialization, Product specialization, Full market coverage</li> </ul> <p>Differentiating through Multiple Sources, Product Differentiation, Differentiation through tangible and Intangible Benefits, Criteria for effective Differentiation</p>	Powerpoint presentations, case-studies, articles, and AVs.	8	<p><a href="#">Session 11</a> Segmentation</p> <p><a href="#">Session 12</a> Targeting</p> <p><a href="#">Session 13</a> Differentiation and Positioning</p> <p><a href="#">Session 14</a> Revision and Assessment</p>

	<p><b><u>Excluded: Service Differentiation</u></b></p> <ul style="list-style-type: none"> <li>❖ Positioning - Definition, Tasks involved in Positioning: Frame of reference, POP, POD, brand mantra</li> </ul>			
IV	<ul style="list-style-type: none"> <li>❖ Product <ul style="list-style-type: none"> <li>• product levels, Classification of products, Product line and mix decisions</li> <li>• Packaging, labeling, Warranties and Guarantees</li> </ul> </li> <li>❖ Pricing <ul style="list-style-type: none"> <li>• Factors affecting price determination (only consumer psychology)</li> <li>• Procedure for setting prices</li> <li>• Pricing policies and strategies (<i>already covered in setting the price</i>)</li> </ul> </li> <li>❖ Place <ul style="list-style-type: none"> <li>• Nature and importance of distribution channels</li> <li>• Types and functions of distribution middlemen</li> <li>• Channel management decisions</li> <li>• Retailing and Wholesaling (Only Concepts)</li> </ul> <p><b><u>Exclusion - service sector channels</u></b></p> </li> <li>❖ Promotion <ul style="list-style-type: none"> <li>• Promotion Decision: Communication process (In</li> </ul> </li> </ul>	Power point presentations, case-studies, articles, and AVs.	22	<p><a href="#">Session 15</a> Brand Positioning</p> <p><a href="#">Session 16</a> Branding Decisions, 2 presentations</p> <p><a href="#">Session 17</a> Product Strategy</p> <p><a href="#">Session 18</a> Product Decisions, 2 presentations</p> <p><a href="#">Session 19</a> Pricing Strategy</p> <p><a href="#">Session 20</a> Setting the price, 2 presentations</p> <p><a href="#">Session 21</a> Channel Strategy</p> <p><a href="#">Session 22</a></p>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

	<p>brief with marketing examples)</p> <ul style="list-style-type: none"> <li>• Promotion tools: Their Characteristics and relative merits and limitations</li> <li>• Designing promotion campaign</li> </ul> <p><b><u>Exclusions: Response hierarchy models</u></b></p> <ul style="list-style-type: none"> <li>❖ Brands <ul style="list-style-type: none"> <li>• The role of Brands</li> <li>• Scope of branding</li> <li>• Customer based Brand equity</li> <li>• Building brand equity</li> <li>• Measuring brand equity</li> <li>• Crafting a brand positioning (<i>Already covered in positioning</i>)</li> <li>• Managing a brand</li> </ul> </li> </ul> <p><b><u>Excluded : brand equity Models</u></b></p>			<p>Retailing and Wholesaling, 2 presentations</p> <p><a href="#">Session 23</a> Promotion and Promotion Tools</p> <p><a href="#">Session 24</a> Designing Promotional Campaign, 2 presentations</p> <p><a href="#">Session 25</a> Revision and Assessment, 2 presentations</p>
V	<ul style="list-style-type: none"> <li>❖ Strategic Marketing at the corporate level – Intensive growth (Ansoff matrix) Product life cycle and its marketing implications</li> <li>❖ Strategic Marketing at the Business level –Timing tactics and Market location tactics (Market leader’s defense strategies and market follower’s attack strategies)</li> </ul>	Power point presentations, case-studies, articles, and AVs.	6	<p><a href="#">Session 26</a> PLC</p> <p><a href="#">Session 27</a> Market Leaders and followers Strategy</p> <p><a href="#">Session 28</a> Revision and Assessment, 2 presentations</p>
VI	<ul style="list-style-type: none"> <li>❖ Green Marketing</li> <li>❖ Digital Marketing</li> <li>❖ Social Marketing and cause related marketing</li> </ul>	Power point presentations, case-studies,	4	<p><a href="#">Session 29</a> Green Marketing, Digital Marketing,</p>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

	❖ Ethics in Marketing (Briefly)	articles, and AVs.		Social and Ethics, 2 presentations  <u>Session 30</u> Revision and Assessment
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**Reference Books:**

1. Kotler Philip, Keller Kevin, Marketing Management. 15e, Pearson
2. Ramaswamy V.S. and Namakumari S. Marketing Management – Planning, Implementation and Control. Fourth edition, Macmillan
3. Saxena, Rajan. Marketing Management. Fourth edition, Tata McGraw Hill Publishing Co., New Delhi
4. John Fahy & David Jobber, Foundations of Marketing, 4th Edition, Tata McGraw Hill Publication.
5. Arun Kumar & N Meenakshi, Marketing Management, Vikas Publications
6. Schiffman, L.G. and Kanuk L.L. Consumer Behavior. Prentice Hall, India

**Note: Latest edition of text book may be used.**

Prepared by:

1. Ms. Richa Saxena
2. Dr. Rimi Moitra
3. Dr. Anupama Chavan
4. Dr. Arpita Baijal
5. Dr. Christine D'lima

Approved by



Signature  
(Dean)

Signature  
(Concerned Faculty/HOD)



**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

<b>Program: F. Y. B.Com. (Hons.)</b>				<b>Semester : II</b>	
<b>Course :</b> Quantitative Techniques Academic Year: 2020-2021 Batch: 2019-2022				<b>Code: 7401Q001</b>	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Credit</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
60	0	0	4	50	50
<b>Internal Component Assessment (50 marks ) break up</b>					
ICA 1 Excel Projects 20 marks			ICA 2 Assignments/ Online Class Test 30 marks		
<b>Learning Objectives(LO):</b>					
<b><u>Program Learning Goal 2: Understanding of General Business Functions Impacting Organization</u></b>					
<b><u>LO1:</u></b> PLO 2a – Acquiring Conceptual Clarity of Various Functions and Ability to Analyse Various Functional Issues.					
<b><u>LO2:</u></b> PLO 2b – Demonstrating Ability to Evolve Strategies for Business.					
<b>Learning Outcomes:</b>					
1. Show proficiency in basic skills and concepts embedded in their courses					
2. Apply concepts and skills to solve challenging problems that are mathematical and/or statistical which arise in other disciplines.					
3. Use appropriate software as a tool in coursework. Work effectively in cooperative groups to solve mathematical/statistical problems					
<b>Pedagogy</b>					
The objective of the course is to encourage students to learn to appreciate the use of the various tools of Quantitative Techniques with regard to scientific management in various businesses. Hence,					
1) Short case studies would be either discussed in class or would be given to students as assignments for submission					
2) Pertaining to the topic covered, students would be given project/field work for better understanding					

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

of the topic. These will be of practical nature

**3) Use of Excel to solve problems/draw diagrams would be shown and interpreting the results will be emphasized more.**

**Important Note:**

**a) The topics and subject matter selected pertain to their subsequent applications in, say, Economics, Finance, Statistics, Operations Research, Quantitative Techniques in Business, Marketing, and others.**

**b) Problems should be application based.**

**c) TRIGONOMETRY Excluded**

**d) The rules for Indices and Logarithms (including natural logarithms) to be introduced to the students. but these topics are not included in the syllabus. But these topics are not included in the syllabus and logarithmic tables is allowed in the sem II examination.**

**e) Problems given to the students should test them more in terms of concepts and logical reasoning. Problems involving detailed calculations/simplifications to be avoided.**

**f) Use of Simple/ Scientific Calculator is allowed in the examination.**

**SESSION OUTLINE FOR BUSINESS MATHEMATICS FOR QUANTITATIVE TECHNIQUES**

**(20 hours)**

**Each lecture session would be of one hour duration**

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
<b>I</b>	<p><b>Determinants and Matrices</b></p> <p>Determinants (2x2 and 3x3) Properties. Cramer's rule. Solving system of linear equations (2 variables and 3 variables)</p> <p>Matrix Types. Operations (upto 3x3 matrix). Addition, Multiplication, Transpose, Inverse (row/column operations) Solving system of linear equations (2 variables and 3 variables)</p> <p><b>KNOWLEDGE</b></p>	<p>Solving practical problems and Short case studies would be either discussed in class or would be given to</p>	8	<p><b>a) BUSINESS MATHEMATICS – Qazi. Chapter 29. Pages 815 to 907)</b>  <b>b) BUSINESS MATHEMATICS. Vaidya Kumtha. Chapters 5 , 6 , 7 , 8. Pages 141 to 221</b></p>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

	SKILL ATTITUDE	students as assignments for submission.		
II	<p><b>Functions</b></p> <p>Concepts of Real Functions: Constant functions, linear function, <math>x^n</math>, <math>e^x</math>, <math>a^x</math>, <math>\log x</math> (rules to be explained). Demand, Supply, Total Revenue, Average Cost, Profit Functions. Break-even point. Simple problems</p> <p>KNOWLEDGE SKILL ATTITUDE</p>	Solving practical problems and Short case studies would be either discussed in class or would be given to students as assignments for submission	2	<p>a) ESSENTIAL MATHS FOR ECONOMIC ANALYSIS – Knut, et al. – Chapter 4/5 (<b>PEARSON</b>)</p> <p>b) ELEMENTARY MATHS FOR ECONOMICS – Borwankar – Chapter 2 – pages 27 to 33, 47 to 50.</p> <p>c) <b>Quantitative Methods – S.Saha, S. Mukherji – (CENTRAL)</b></p>
III	<p><b>Derivatives (partial derivatives omitted)</b></p> <p>Rules for derivatives → Scalar sum/difference, product, quotient, composite function. (<b>implicit, parametric, taking logs on both sides omitted</b>) Simple direct problems</p> <p>Second Order Derivatives. Applications to Marginal Cost, Marginal Revenue, Elasticity, Maxima and Minima, Profit Functions, Optimization Problems for functions in Commerce and Economics. Simple direct problems.</p> <p>KNOWLEDGE SKILL ATTITUDE</p>	Solving practical problems and Short case studies would be either discussed in class or would be given to students as assignments for submission	10	<p>a) FUNDAMENTAL METHODS OF MATHEMATICAL ECONOMICS – Chiang – Chapters 6,7,9 (<b>McGraw Hill</b>)</p> <p>b) ELEMENTARY MATHS FOR ECONOMICS – Borwankar – Chapter 4 – pages 89 to 121</p>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

**Reference Books:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>
ESSENTIAL MATHEMATICS FOR ECONOMIC ANALYSIS (4 <sup>th</sup> Edition)	Knut Sydsaeter, Peter Hammond, Arne Strom	Pearson India
BUSINESS MATHEMATICS (2011)	Kashyap Trivedi, Chirag Trivedi	Pearson India
BUSINESS MATHEMATICS (2 <sup>nd</sup> Edition)	Qazi Zameeruddin, V.K. Khanna, S.K. Bhambri	Vikas Publishing House
ELEMENTARY MATHEMATICS FOR ECONOMICS (TY BBA, Mumbai Univ. 1 <sup>st</sup> Edition)	Dr (Mrs) Pratibha Borwankar	Sheth Publishers
MATHEMATICS AND STATISTICS FOR ECONOMICS (2 <sup>nd</sup> Revised Edition)	G.S. Monga	Vikas Publishing House
FUNDAMENTAL METHODS OF MATHEMATICAL ECONOMICS (93 <sup>rd</sup> Edition)	Alpha C. Chiang	McGraw-Hill International
MATHEMATICS AND STATISTICS FOR MANAGEMENT (2007)	K.B. Akhilesh, S. Balasubrahmanyam	Vikas Publishing House
ENGINEERING ECONOMICS (Schaum's Outline Series) (2004)	Jose A. Sepulveda, William E. Souder, Byron S. Gottfried	Tata McGraw Hill Publishing
DISCRETE MATHEMATICS (Schaum's Outline Series)(3 <sup>rd</sup> Edition)	Semour Lipschutz, Marc Lars Lipson	McGraw Hill Education India
BUSINESS MATHEMATICS	M.L. Vaidya, A.P. Kumtha	Vipul Prakashan
BUSINESS MATHEMATICS	D.C. Sancheti, V.K. Kapoor	Sultan Chand and Sons, New Delhi

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

**SESSION OUTLINE FOR BUSINESS STATISTICS IN QUANTITATIVE TECHNIQUES**

**(40 hours)**

**Each lecture session would be of one hour duration**

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
I	<p><b>Descriptive Statistics for Univariate Data</b></p> <p><b>Introduction to Statistics:</b> Types of Data. Data Collection Methods. Census and Sample Survey. Advantages and limitations of Statistics. Statistical Methods versus Experimental Methods <b>(Concepts only)</b></p> <p><b>Presentation of Data:</b> Tabular (frequency distribution) and graphical (frequency polygon, curves, Ogives, histograms) <b>(Problems Included)</b></p> <p><b>Measures of Central Tendency:</b> Arithmetic Mean, Median, Mode <b>(Omit geometric and harmonic means),</b> their properties and applications <b>(Problems Included)</b></p> <p><b>Measures of Dispersion:</b> Absolute and Relative Measures → Range and Coefficient of Range, Mean Deviations and Coefficients of Mean Deviations, Quartile Deviation and its Coefficient, Standard Deviation(Coefficient of Variation), Variance.</p> <p>KNOWLEDGE SKILL ATTITUDE</p>	<p>Use of Excel to solve problems /draw diagrams would be shown.</p> <p>Pertaining to the topic covered, students would be given project/field work.</p> <p>Practical problems and Short case studies.</p>	13	<p>a) APPLIED BUSINESS STATISTICS-KEN <b>BLACK</b> -Chapter 1 – Pages 4 to 10, Chapter 2–Pages 5 to 41 Chapter 4- pages 4.2 to 4.49</p> <p>b) STATISTICS FOR MANAGEMENT <b>PEARSON- LEVIN, RUBIN-</b> Chapter 2- Pages 33 to 46</p> <p>c) STATISTICS FOR MANAGEMENT- <b>SRIVASTAVA, SHAILAJA</b> Chapter 1- Pages1.2 to 1.7, Chapter 3 Pages 3.6 to 3.15</p> <p>d) STATISTICS (THEORY METHODS &amp; APPLICATIONS)- <b>SANCHETI, V.K.KAPOOR-</b> Chapter 1- Pages. 2.2 to 2.6, 3.32 to 3.41</p> <p>e) QUANTITATIVE METHODS- <b>NAZNEEN, et al.</b> Chapter 1- Pages 7 to 11</p> <p>a) STATISTICS FOR BUSINESS AND ECONOMICS- <b>ANDERSON, SWEENEY &amp; WILLIAMS –</b></p>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

				Chapter 3-Pages 76 to 86 b) STATISTICS FOR MANAGEMENT - PEARSON- LEVIN, RUBIN - Chapter 3- pages 105 to 130
II	<p><b>Forecasting Techniques</b></p> <p>Correlation and Regression: Karl Pearson's Coefficient of Correlation (Properties and Calculations) ; Spearman's Rank Correlation Coefficient (Repeated and Non Repeated ranks); Linear Regression Equations using Least Square method and Regression Coefficient Method</p> <p>Time Series: Components, Additive and Multiplicative Models. Estimation of Linear Trend by</p> <p>(i) Moving Averages (3 yearly, 4 yearly and 5 yearly) (ii)Least Square Method</p>	<p>Use of Excel to solve problems /draw diagrams would be shown.</p> <p>Pertaining to the topic covered, students would be given project/field work.</p> <p>Practical problems and Short case studies.</p>	7	<p>a)APPLIED BUSINESS STATISTICS-KEN BLACK- Chapter 12- Pages 470 to 482 b) STATISTICS FOR BUSINESS AND ECONOMICS- ANDERSON, SWEENEY &amp; WILLIAMS Chapter 14-Pages 554 to 568 c) STATISTICS (THEORY METHODS &amp; APPLICATIONS) SANCHETI, V.K.KAPOOR - Chapter 8- pages 8.2 to 8.28,8.38 to 8.47,Chapter 9- pages 9.2 to 9.55a) STATISTICAL METHODS. S.P. Gupta. Pages 536 to 558. Pages 565 to 576. Pages 612 to 641.b) BUSINESS STATISTICS. A.V. Deshpande. Chapters 9 and 10. Pages 171 to 214</p>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

<p align="center">III</p>	<p><b>PROBABILITY AND PROBABILITY DISTRIBUTIONS</b></p> <p><b>Probability (7 hours):</b> Sample space as a concept. Different types of events. Definition of Probability. Addition and Multiplicative Laws. DeMoivre's Theorem (Statements and Uses only). Conditional Probability. Baye's Theorem.</p> <p><b>Probability Distributions (12 hours):</b> Random Variable. Expectation and Variance. Probability Distributions – Binomial, Poisson, Normal.</p> <p><b>(Omit: Fitting of Binomial/Poisson Distributions. Multinomial Distribution. Negative Binomial Distribution. Hyper geometric Distribution. Derivations)</b></p>	<p>Pertaining to the topic covered, students would be given project/field work.</p> <p>Practical problems and Short case studies.</p>	<p align="center">10</p>	<p align="center">STATISTICAL METHODS – S.P. Gupta. Pages 752 to 804. Pages 806 to 852</p>
<p align="center">IV</p>	<p><b>Application of Statistical Techniques {MS Excel} - Statistical Computing</b></p> <p>Descriptive Statistics [Mean, Median, Mode, variance, standard deviation, Skewness, kurtosis].</p> <p>Correlation analysis and Linear Regression Analysis using Data Analysis of MS Excel.</p> <p>Scatter Diagram, Histogram, Frequency Polygon, Ogives from Chart output</p> <p>Projects and Case Study for discussion and projects and Interpretation of results.</p>	<p>Use of Excel.</p> <p>Pertaining to the topic covered, students would be given project/field work.</p> <p>Practical problems and Short case studies.</p>	<p align="center">10</p>	<p>a) The Excel Data And Statistics Cookbook, Third Edition by Larry Pace</p> <p>b) Excel Data Analysis (Book By Jinjer L. Simon)</p> <p>Originally Published: 2003</p> <p>Author: Jinjer L. Simon</p>

**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School – Anil Surendra Modi School of Commerce**

**Reference Books:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>
STATISTICS FOR MANAGEMENT [Seventh Edition]	Richard Levin, David Rubin	PEARSON
STATISTICS FOR BUSINESS AND ECONOMICS [India Edition]	Anderson, Sweeney, Williams	CENGAGE Learning
APPLIED BUSINESS STATISTICS- MAKING BETTER BUSINESS DECISIONS [Seventh Edition]	Ken Black	Wiley India Edition
STATISTICS[THEORY, METHODS & APPLICATIONS] [Seventh Edition]	D.C.Sancheti, V.K.Kapoor	Sultan Chand & Sons
BUSINESS STATISTICS [Second Reprint]	N.D.Vohra	McGraw Hill Education
STATISTICS FOR MANAGEMENT [Second Edition]	T.N.Srivastava, Shailaja Rego	McGraw Hill Education
QUANTITATIVE METHODS [Fifth Edition]	S.Saha, S.Mukherji	Central Book Agency
STATISTICAL METHODS [Forty Fourth Revised Edition]	S.P.Gupta	Sultan Chand & Sons
QUANTITATIVE METHODS	Nazneen Khan, Dr. Abhilasha, Rajiv Mishra	Himalaya Publishing House
BUSINESS STATISTICS	A.V. Deshpande	Vipul Prakashan
THE EXCEL DATA AND STATISTICS COOKBOOK, THIRD EDITION	LARRY PACE	



**SVKM's Narsee Monjee Institute of Management Studies**

**Name of School - Anil Surendra Modi School of Commerce**

**Note:**

Any other information: Module IV of Business Statistics: Application of Statistical Techniques {MS Excel} - Statistical Computing is only for ICA project in MS Excel for 10 Marks, the module won't be used in Theory Exams.

Industries are opting for students who have statistical knowledge in software especially like MS Excel. So Introducing MS Excel to the module will help the students to have an in-depth knowledge about statistical techniques studied in the class and projects in MS Excel will help them interpret the result.

Prepared by Tejaswini Angre

Approved by

Signature  
(Concerned Faculty/HOD)



Signature  
(Dean)