

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

Program: BBA				Semester : I		
Course: Essentials of Information Technology				Code: 7402E002		
Teaching Scheme				Evaluation Scheme		
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)	
60	0	0	4	50	50	
Internal Component Assessment (50 marks) break up						
ICA 1 Class Assignment		ICA 2 Class Journal/Viva/Q uiz		ICA 3 MS Excel Test		
(20 Marks)		(10 Marks)		(10 Marks)		
<p>Learning Objectives: 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.</p>						
<p>Learning Outcomes: 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.</p>						
<p>Pedagogy: Lecture, Power Point Presentation, Practical, Discussion, Class Journal etc.</p>						
Module	Module Content			Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
1	<p><u>Basics of Microsoft Excel:</u></p> <ul style="list-style-type: none"> • Concept of Workbook, Worksheet, Cell • Types of data, Entering, Editing, Deleting data into cell. Fill command, Series command, Custom list, Cell command • Consolidation of Worksheets. • Selecting, Inserting, and Deleting cells, Rows, Columns, Ranges, Cell formatting. • Relative reference Absolute 			Practical Demonstration with excel examples / Quiz/ Assignm ents	7	Book1

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	<p>reference.</p> <ul style="list-style-type: none"> • Sorting and Filter • Formulas, Operators, Precedence of operators • Important shortcuts 			
2	<p><u>Functions in Microsoft Excel:</u></p> <ul style="list-style-type: none"> • Financial Functions: - FV (), PMT (), PV (), NPER (), RATE () • Statistical Functions: - AVERAGE (), AVERAGEIF (), AVERAGEIFS (), COUNT (), COUNTIF (), COUNTIFS (), SUM (), SUMIF (), SUMIFS (), MIN (), MAX (), MEDIAN (), STDEVA () • Advanced Statistical Function: - TREND (), GROWTH (), CORREL (), FORECAST (), GEOMEAN () • String Functions: - LEN (), RIGHT (), LEFT (), MID (), PROPER (), UPPER (), LOWER (), CONCATINATE () • Logical Functions: - AND (), OR (), NOT (), IF () • Date Functions: - DAYS (), NOW (), TODAY () 	<p>Practical Demonstration with excel examples/ Quiz /Assignments</p>	15	Book1
3	<p><u>Advanced Microsoft Excel:</u></p> <ul style="list-style-type: none"> • Advanced Filter • Introduction to Conditional Formatting • Simple DashBoard • Pivot table using slicer and time line • Working with VLookup() and HLookup() • Index and Match Functions • Data validation 	<p>Practical Demonstration with excel examples/Quiz /Assignments</p>	13	Book1
4	<p><u>Data analysis using Microsoft Excel:</u></p> <ul style="list-style-type: none"> • WhatIF analysis (Goal Seek and Data Table) 	<p>Practical Demonstration with excel</p>	10	Book2

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	<ul style="list-style-type: none"> • Data Analysis Toolpack (correlation, Descriptive statistics, Histogram, Moving Average) • RealStats and Solver • Flash fill, Subtotal, Freezing Panes • Google form creation and data processing • Google Sheets 	examples/ Quiz /Assignments		
5	<p>Concepts of RDBMS and Database Software (MS-ACCESS):</p> <ul style="list-style-type: none"> • <u>Database and its Objects</u> <ul style="list-style-type: none"> - Introduction Access Database and its Objects including Table, Query, Form, Reports, - Creating Database - Working with data including inserting, modifying and deleting records. - Navigation Database including records, find and replace. - Access data types • <u>Tables</u> <ul style="list-style-type: none"> - Creating tables through wizard and design view, datasheet view. - Understanding field properties: field size, input mask, format, validation rule, validation text, caption, default value. - Working with primary keys, foreign key - Defining relationship and setting up the referential integrity • <u>Queries</u> <ul style="list-style-type: none"> - 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. • <u>Forms</u> <ul style="list-style-type: none"> - Understanding forms and its properties. - Creating forms through design 	Practical Demonstration with Access database examples / Quiz /Assignments	15	Book3

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	view. - Understanding and implementing necessary controls • Reports - Understanding reports basics - Creating reports through design view. - Sorting and grouping the reports. - Conditional formatting in Reports.			
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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

Prof. Vandana Bharadi
 Prof. Pratik Dhruv

Signature
 (Concerned Faculty/HOD)

Approved by



Signature
 (I/C Dean)

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Name of School - Anil Surendra Modi School of Commerce

Program: B.B.A.				Semester : I	
Course : Financial Accounting				Code: 7402F001	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up					
		ICA 1 Online Class Test (40 marks)	ICA 2 Project / Assignment (10 marks)	ICA 3	ICA 4
Learning Objectives:					
To acquaint students with the Accounting concepts, conventions and techniques of preparation of Financial Statements of Sole Proprietorship, Company and Departmental Business Organizations. To give an overview of International Financial Reporting Standards.					
Learning Outcomes:					
<ul style="list-style-type: none"> 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 and Company and Departmental 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:					
<ul style="list-style-type: none"> i. Theory Notes / PPT ii. Practical Sums iii. Case studies iv. Assignments/ Class Quiz 					
Detailed Syllabus:					

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Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration (Hours)	Module Wise Reference Books
I	<p>Introduction to Accounting Principles and concepts, Introduction to GAAP, IndAS Introduction to IFRS - Need for IFRS, Benefits of IFRS.</p> <p><u>Learning outcome:</u> 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>	PPT Case study	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 & Revenue -Expenditure, Receipts, Gains, Loss, AS9 i.e. IND AS115(concepts-overview)</p> <p><u>Learning outcome:</u> 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 principles involved in ascertaining the cost of fixed assets.</p>	PPT Case study Assignment	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	12	S N Maheshwari (Advanced Accountancy -Vol

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	<p>balance.</p> <p><u>Learning outcome:</u> 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>	<p>Assignment OR Class Quiz</p>		<p>I) 1.37-1.63</p>
IV	<p>Depreciation-theory, amortization, Provision for depreciation, SLM, WDV and Change of Method. Impairment of assets. AS10, Ind AS 16</p> <p><u>Learning outcome:</u> 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 on the financial statements and its presentation in annual report.</p>	<p>Theory Notes Practical Questions Online resources -Notes Accounts Assignment OR Class Quiz</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 (50th Edition) Page 6.1-6.48</p>
V	<p>T-form of final accounts- basics for Proprietorship Concerns and few sums based on adjustments and Preparation of Final Accounts of Companies as per Schedule III of the Companies (Amendment) Act, 2013.</p> <p><u>Learning outcome:</u> Students will be able to understand</p>	<p>Practical Questions Project Online resources - Annual report</p>	22	<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>

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	<p>the format/ contents of Profit & Loss and Balance Sheet.</p> <p>They will be able to draft Profit & Loss Account and Balance Sheet of business (proprietorship & company) from the trial balance after various year-end adjustments.</p>			<p>Gupta (50th Edition) Page 2.7 - 2.65</p>
VI	<p>Departmental Accounts - Preparation of departmental Final Accounts, Allocation and Apportionment, Inter departmental transfers and unrealized profits in stocks.</p> <p><u>Learning outcome:</u></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>	<p>Theory Notes Practical Questions Assignment OR Class Quiz</p>	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 (50th Edition) Page 11.1 -11.94</p> <p>ICAI study material</p>

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 :

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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 -

Nidhi Navalkha
Vishal Zawar
Garima Pandey
Deepa Iyer

Signature

(Concerned Faculty/HOD)

Approved by



Signature

(Dean)

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Name of School – Anil Surendra Modi School of Commerce

Program: India Social, Political, Economic System and Current Affairs				Semester : Semester I (2020-21)	
Course : India Socio Political Economics System & Current Affairs				Code: 7402I001	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up					
25 marks- Section A		ICA 1- Section A Quiz/ Assignments 10 marks		ICA 2- Section A Project 10 marks	ICA 3- Section A Class Participation/ Journal 5 marks
25 marks Section B		ICA 1- Section B Test/Quiz/Case Study Analysis - 10 marks		ICA 2- Section B Viva 15 marks	
Learning Objectives: Part A					
<ul style="list-style-type: none"> • To acquaint students with interdependence between business and Society. Also, to sensitize students towards their responsibilities as a citizen and a business entity. • To create innovative business solutions to eradicate India of current social problems & use awareness as a tool for the same. • Help students understand the Economic affairs and its implications. 					
Learning Outcomes: Part B					
<ul style="list-style-type: none"> • To create innovative business solutions to deal with the current economic problems & use New concepts as a tool for the same. • Help students understand the Economic current affairs and its implication for our economy. 					
Pedagogy for both part A and B:					
Power point presentations, discussions, debates, case study/Newspaper articles, Research papers, documentaries, movies, videos, Guest Lectures & TED talks.					
Detailed Syllabus: (per session plan)					

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Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
Section A:				
I	<p>Module 1 Indian Society</p> <ol style="list-style-type: none"> 1. Introduction to Indian and Western Business ideology. 2. Break through on the Indian social platform through Social Entrepreneurship. 3. Theory of change, Resistance to change, and Business as a change agent 4. Studying the Hofstedes cultural dimension theory (6B MODEL) 5. The Effect of Covid on Indian Business 6. Factors influencing social progress- demographic transition theory and role of millenials, culture, religion (communalism), regionalism, gender, age, physical disability and sexual orientation. 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. 8. Stakeholder theory and Mendelow's Matrix(Application based exercises) <p>Learning outcome: 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.

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Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
	<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>Module 2 Human Rights, Health and Education.</p> <p>Human Rights- The UNHR, Human Rights Violation and Redressal of Vulnerable Groups-women, children, ST/SC/OBC, elderly population, foreign tourists, and LGBT community</p> <p>Health- Physical and psychological health, Private/Public health services, Growing Privatization, Health and Business.</p> <p>Education- Education as a right, Factors affecting the Education System, Education and Business.</p> <p>Learning outcome:</p> <ol style="list-style-type: none"> 1. To be sensitive towards understanding the purpose of Human Rights. Taking every possible step to guard the human virtue and report any 	<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>

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	<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>			
III	<p>Module 3: Politics, Indian constitution and Government</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>Learning outcome: 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>	PPT, case study, Discussions.	5	Shinde P G., Bhagwat Mahesh, Nimbalkar Namita, Shinde Meghna; Foundation Course I; Third Edition; Sheth Publishers PVT. LTD.

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Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
Section B: Economics and Current Affairs				
1	<p><u>Role of Economics in real world:</u></p> <p>I. Fundamentals of macroeconomics: Consumption, savings – productive, unproductive, Investment, determinants of investment</p> <p><u>Article 1a: Unproductive Savings: Why people buy gold?</u></p> <p><u>Article 1b: Financial Inclusion</u></p>	Newspaper articles, Case studies, PPTs, Videos, discussions	4	<ul style="list-style-type: none"> Economic Environment & Policies for business by Justin Paul & Parul Gupta
2	<p><u>Economic Systems</u></p> <ul style="list-style-type: none"> Capitalism: Features, merits and Demerits Communism: features Socialism features Mixed economy: features and role of government Differences between <ul style="list-style-type: none"> Communism and socialism Capitalism and Socialism Capitalism and Communism <p><u>Article 2: US is a mixed Economy!</u></p>	Newspaper articles, Case studies, PPTs, Videos, discussions	4	<ul style="list-style-type: none"> Economic Environment of Business by Misra & Puri
3	<p><u>Changing Structure of Indian Economy</u></p> <p>Economic reforms: LPG-</p>	Newspaper articles, Case studies, PPTs, Videos, discussions	8	<ul style="list-style-type: none"> Business Environment by Namita Gopal Official site

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Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
	<ul style="list-style-type: none"> • Privatization and Disinvestment • Objectives and modes of disinvestment • Liberalization – features • Transition from Planning Commission to Niti Aayog • Globalization: foreign investments • FDI and FIIs • Advantages and disadvantages of FDI • Modes of entry of FDI: Joint venture, merger, acquisition, Strategic Alliance & Wholly owned subsidiary. <p><u>Article 3 a: A renewed approach towards disinvestment</u> <u>Article 3 b: Recent changes in FDI norms</u></p>			
4	<p><u>Topic 4: Fiscal Policy</u></p> <ul style="list-style-type: none"> • Introduction & objectives • Tool: Union Budget – its components • Indicators of Fiscal Imbalance: fiscal, revenue and primary deficits and their impact • New fiscal approach: from deficit financing to WMA, FRBM Act • Finance Commission: role <p><u>Article 4 a: Stimulus package during COVID- 19 and its impact on fiscal deficit</u> <u>Article 4b: FRBM Act</u></p>	Newspaper articles, Case studies, PPTs, Videos, discussions	6	<ul style="list-style-type: none"> • Economic Environment & Policies for business by Justin Paul &Parul Gupta

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Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
5	<p><u>Topic 5: Monetary Policy</u></p> <ul style="list-style-type: none"> Quantitative tools: CRR, SLR, Repo & reverse Repo, OMOs, MSF Objectives & Current issues <p><u>Article 5: Monetary policy review- RBI</u></p>	Newspaper articles, Case studies, PPTs, Videos, discussions	3	<ul style="list-style-type: none"> Official Govt site- RBI.gov.in
6	<p><u>Topic 6: Banking structure: public, private and foreign</u></p> <ul style="list-style-type: none"> Differences between cooperative and commercial banks Functions of RBI <p><u>Article 6: Consolidation of banks- Pros and cons</u></p>	Newspaper articles, Case studies, PPTs, Videos, discussions	2	<ul style="list-style-type: none"> Business Environment by Namita Gopal
7	<p><u>Topic 7: Role of SEBI</u></p> <p><u>Case discussion: Role of SEBI as a market regulator with ref to Insider trading</u></p>	Newspaper articles, Case studies, PPTs, Videos, discussions	1	<ul style="list-style-type: none"> Official site
8	<p><u>Topic 8: Governance and Citizenship</u></p> <ul style="list-style-type: none"> Topic A: RTI: Introduction, challenges in its implementation, exemptions under RTI Topic B: CPA: Introduction, rights of consumers, cases: Topic C: PIL: Introduction and cases 	Newspaper articles, Case studies, PPTs, Videos, discussions	2	<ul style="list-style-type: none"> Economic Environment of Business by Misra & Puri Official site

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Text Books: Part A

- Foundation Course I: Shinde P G., Bhagwat Mahesh, Nimbalkar Namita, Shinde Meghna.

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-Princliplies 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

Approved by

Signature
(Concerned Faculty/HOD)



Signature
(Dean)

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Program: BBA				Semester : I			
Course : Microeconomics				Code: 7402E001			
Teaching Scheme				Evaluation Scheme			
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)		
60	0	0	4	50	50		
<p>Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center; padding: 5px;"> ICA 1 Test/Quiz/Case Study Analysis/Viva-40 </td> <td style="text-align: center; padding: 5px;"> ICA 2 Project Report/presentation-10 </td> </tr> </table>						ICA 1 Test/Quiz/Case Study Analysis/Viva-40	ICA 2 Project Report/presentation-10
ICA 1 Test/Quiz/Case Study Analysis/Viva-40	ICA 2 Project Report/presentation-10						
<p>Learning Objectives: 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>							
<p>Learning Outcomes: Students will learn</p> <ul style="list-style-type: none"> • How consumers make decision • How firms analyse market demand • How firms analyse their internal costs • How firms interact in different market structures and make price, output decision 							
<p>Pedagogy A mixture of hour's method with case studies</p> <p>The subject will be taught in an interactive manner with lot of classroom discussions and debates.</p> <p>Class Notes, class interaction, assignments, presentation</p>							

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Detailed Syllabus: (per session plan)				
Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
1 Introduction	<p>Pre-reading: Ten principles of Economics (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>Pre-Reading: Case study-The demand for Big-Macs (Ref: managerial Economics: Principles and Worlswide 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>Pre-Reading: Case study-The Weather in Brazil and the price of Coffee in New York (Ref: Microeconomics: Pindyck & 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

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	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
	Pre-Reading: Case study-Lines at the Gas Pump; The Minimum Wage (Principles of Microeconomics: : N.Gregory Mankiw) 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	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) 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

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	<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>Pre-reading: Consumer Behavior Chapter 3, Pindyck Rubinfeld</p> <p>Consumer Behavior -cardinal utility analysis- Law of Diminishing Marginal Utility</p>	Lecture with Examples	1	
	<p>Pre-reading: Case Study-Designing New Automobiles (I)</p> <p>(Ref: Microeconomics: Pindyck & Rubinfeld)</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>Pre-reading: Case Study-Masterji's grocery store</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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	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
	Pre-reading: Example-Sunk, Fixed, and Variable Costs: Computers, Software, and Pizza (Ref: Microeconomics: Pindyck & Rubinfeld) 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

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	Maximization: A graphical exposition			
	<p>Pre-reading: Case- The evolution of Market Structure in the Computer Industry</p> <p>(Ref: Managerial Economics and Business Strategy-Bay and Prince</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

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	<p>Pre-reading: Case- Monopolistic Competition in the Markets for Colas and Coffee</p> <p>(Ref: Microeconomics: Pindyck & Rubinfeld)</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"> -Nature and Scope - Elements of game -types of games <p>Static games</p> <ul style="list-style-type: none"> -Nash Equilibrium <p>Pre-reading: Case- Mobile Phone Networks</p> <p>(Ref: Managerial Economics A Problem- Solving Approach-Nick Wilkinson)</p> <p>Oligopoly Market Structure</p> <p>Features of oligopoly market</p>		4	Pindyck and Rubinfeld (chapter 12 and 13) TBA

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

Text Books: Microeconomics by Robert Pindyck and Daniel Rubinfeld, 8th 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)

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Program: BBA				Semester : I	
Course : Principles of Management				Code: 7402P001	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up					
ICA 1 Class Participation / Assignment (Compulsory) 15		ICA 2 Project Work & Presentation (Compulsory) 15		ICA 3 Test (Compulsory) 20	ICA 4
Learning Objectives:					
<ul style="list-style-type: none"> To provide Management Orientation & familiarization to students with the various management & business concepts. To provide a Conceptual & fundamental clarity about the working of business organizations and help students understand how theory is implemented & applied in business. 					
Learning Outcomes:					
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.					
Pedagogy: 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.					
Detailed Syllabus: (per session plan)					

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
I	<u>Introduction to Management</u> 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 <u>Learning outcome:</u>	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

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	Students will become aware of the foundational concepts and assumptions on which the subsequent advanced topics would be built up			
II	<p><u>Evolution of Management Thought</u> Classical Management Approaches: (a) Scientific Management (Taylorism and New / Digital Taylorism) (b) Administrative Management (Henry Fayol's 14 principles), Neo Classical theories: Human Relations School - The Hawthorne studies (The 4 basic experiments) Modern Approaches: (a) Quantitative Approach (b) The Systems Approach (c) Contingency Approach, Learning outcome: 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	Management - K. Ghuman and K. Ashwathappa Management - S.P. Robbins, M Coulter , N Vohra Management - Richard Daft
III	<p><u>Management Thinkers & their Contribution</u> (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) Learning outcome:</p>	Pre-readings, Lectures, Case Discussions, Audiovisual aids, Videos	06	Management - K. Ghuman and K. Ashwathappa Management - S.P. Robbins, M Coulter , N Vohra Management - Richard Daft Selected references

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	Students would read the research of leading contemporary management thinkers who have shaped the current narrative and epistemology of modern management and its practices.			
IV	<p><u>Planning and Decision Making</u> Planning: (a) Meaning and Characteristics (b) Importance of Planning (c) Limitations of Planning (d) Types of Plans (e) Steps in Planning Process, Decision Making: (a) Meaning (b) Types of Decisions (c) Decision Making Process (d) Why do Managers make Bad decisions (e) Managerial Biases & its types</p> <p><u>Learning outcome:</u> 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	Management - K. Ghuman and K. Ashwathappa Management - S.P. Robbins, M Coulter , N Vohra Management - Richard Daft
V	<p><u>Organizing</u> Organizing: (a) Concept (b) Constituents of organizing, Organization Structures: (a) Concept (b) Types of Organization Structures, Departmentation: (a) Concept (b) Types of Departmentation, Span of Control: (a) Concept (b) Types: Narrow & Wide SOC</p>	Pre-readings, Lectures, Case Discussions, Audiovisual aids, Videos	12	Management - K. Ghuman and K. Ashwathappa Management - S.P. Robbins, M Coulter , N Vohra Management - Richard Daft Essentials of Management - H. Koontz, H. Weihrich

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	<p>(c) Advantages & Disadvantages of Narrow & Wide SOC (d) Factors determining the SOC,</p> <p>Delegation of Authority: (a) Concept (b) Advantages & Barriers (c) Guidelines for Effective Delegation</p> <p>Centralization Vs. Decentralization: (a) Concept (b) Difference: Delegation & Decentralization (c) Advantages & Disadvantages</p> <p>Learning outcome: 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>Staffing Human Resource Planning: (a) Concept (b) Process (c) Application</p> <p>Job Analysis: Meaning & Components</p> <p>Recruitment: (a) Concept (b) Sources (c) Emerging trends</p> <p>Selection: (a) Concept (b) Process</p>	Pre-readings, Lectures, Case Discussions, Audiovisual aids, Videos	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>

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	<p>(c) Best Practices</p> <p><u>Learning outcome:</u> 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><u>Directing</u></p> <p>Leadership: (a) Meaning and Characteristics (b) Leadership Styles (Authoritative, Democratic, Free-rein style; Likert's Leadership Styles; Narcissistic Leadership) (c) Transactional & Transformational Leaders</p> <p>Motivation: (a) Meaning and Process (b) Nature of Motivation (c) Motivational Theories - Maslow's Hierarchy of Needs, McGregor Theory X & Theory Y, McClelland's Needs Theory of Motivation, Herzberg's Motivation Hygiene Theory (d) Motivational Tools & Techniques</p> <p><u>Learning outcome:</u> 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>	Pre-readings, Lectures, Case Discussions, Audiovisual aids, Videos	10	<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>
VIII	<p><u>Co-ordination</u> (a) Meaning and Need</p>		03	Principles of Management - P. C.

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	<p>(b) Types of Coordination (c) Techniques of Coordination (d) Difficulty in Coordination</p> <p><u>Learning outcome:</u> Students will understand the various kinds of coordination techniques used by effective managers.</p>			Tripathi and P.N. Reddy
IX	<p><u>Module IX: Controlling</u> (a) Meaning and Characteristics (b) Importance of Controlling (c) Control Process (d) Control Techniques</p> <p><u>Learning outcome:</u> 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	<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>
X	<p><u>Organization Change</u> (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><u>Learning outcome:</u> 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	<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>

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.

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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
(Concerned Faculty/HOD)

Signature
(Dean)

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Name of School – Anil Surendra Modi School of Commerce

Program: F.Y. B.B.A				Semester : I	
Course : Quantitative Techniques - I Academic Year: 2020-2021 Batch: 2020-2023				Code: 7402Q001	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
Internal Component Assessment (50 marks) break up					
		ICA 1 Class Activities/Quiz/Test/ Continuous Assessment		ICA 2 Excel Projects	
		30		20	
Learning Objectives:					
<p>a) To familiarize the students with the basic concepts involved in Quantitative Techniques -I, in relation to business</p> <p>b) To explain the importance of the application of Quantitative Techniques- I to various types of business relationships</p> <p>c) To provide elementary but comprehensive introduction to application-based problems in Quantitative Techniques, without resorting to complex matrix algebra, calculus, statistics, etc., beyond the elementary level of the students understanding</p> <p>d) To explain the Application of statistics through MS Excel for better interpretations of different cases and their results.</p>					
Learning Outcomes:					
At the end of the course module, the students should be able to:					
<p>a) Appreciate the significance and the value of the application of the principles of Quantitative Techniques-I in the use of scientific methodology of management.</p> <p>b) To understand the various issues involved in the collection, analysis and arriving at conclusive decisions regarding quantitative data.</p> <p>c) To understand and appreciate the practical relevance of various basic statistical tools in the field of finance, economics, marketing, human resources, manufacturing and so on.</p>					

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Pedagogy

The objective of the course is to encourage students to learn and to appreciate the use of the various tools of Quantitative Techniques – I with regard to scientific management in various businesses. Hence,

- a) Short case studies would be either discussed in class or would be given to students as assignments for submission
- b) Pertaining to the topic covered, students would be given project/field work for better understanding of the topic. These will be of practical nature.
- c) 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 **and logarithmic tables is allowed in the Sem I examination which will be necessary for calculation of Geometric Mean.**
- 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 as well as Scientific Calculator is allowed in the examination. Financial calculators, GDC calculators are not allowed.**

Detailed Syllabus:(per session plan)

Session Outline For Business Mathematics For Quantitative Techniques-I

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Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Session Plan
I	<p>QUADRATIC EQUATIONS</p> <p>Introduction. Solving quadratic equations by methods: factorization, perfect square method for general quadratic equation. Nature of Roots. Symmetric expressions of roots of a quadratic equation.</p> <p>Module Wise Reference Books:</p> <p>a) Essential Maths for Economic Analysis – Knut, et al. – (PEARSON)</p> <p>b) Business Maths – Qazi</p> <p>Learning Outcomes: Students will become aware of and appreciate the many uses and applications of quadratic functions.</p>	Class room sessions	4	<p><u>Sessions:</u></p> <p>A. Introduction B. Types of Methods C. Practice Sums D. Numerical Examples of Symmetric Expression</p>
II	<p>FUNCTIONS</p> <p>a) Functions and types of Functions: Implicit, Explicit, single-valued, multi-valued, monotonic, constant, polynomial, exponential, logarithmic. <i>(only concepts).</i></p> <p>b) Economic application of functions <i>(problems included):</i> Demand and Supply Functions, Break-even Point. Cost Function. Total Revenue Function. Profit Function.</p>	Class room sessions	3	<p><u>Sessions:</u></p> <p>A. Introduction B. Types of Functions C. Break-even Point Problems D. Problems on Economic Applications of Functions</p>

	<p>Module Wise Reference Books: a) Essential Maths For Economic Analysis – Knut, et al. – (PEARSON) b) Quantitative Methods – S.Saha, S. Mukherji –(CENTRAL)</p> <p>Learning Outcomes: Understanding of how a particular equation are interpreted with their applications in Business & Economics.</p>			
III	<p>DERIVATIVES AND ITS APPLICATIONS TO BUSINESS & ECONOMICS (derivations of formulae omitted)</p> <p>Introduction, rate of change (<i>only concepts</i>). Types of derivatives – constant, algebraic, polynomial, exponential, logarithmic. First and second order derivatives. Rules for derivatives – sum/difference, product, quotient, and chain rule. (implicit, parametric) Marginal Cost/Supply/Revenue functions. Maxima/Minima. Profit Function. Elasticity of Demand/Supply/Cost. Optimization Problems.</p> <p>Module Wise Reference Books: a) Fundamental Methods Of Mathematical Economics – Chiang – (McGraw Hill) b) Quantitative Methods –S.Saha, S. Mukherji –(CENTRAL)</p>	Class room sessions	10	<p><u>Sessions:</u> A. Introduction B. Types of Derivatives C. Problems on First& Second Order Derivative D. Product & Quotient Rule E. Chain Rule F. Economic Application of Derivatives G. Practice Sums</p>

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	<p><u>Learning Outcomes:</u> Understanding of how a particular function change at one given point with its real-life applications in Business & Economics.</p>			
IV	<p>MODULE IV: FUNCTIONS OF TWO VARIABLES Introduction. Examples of demand /supply /utility/production functions. Partial derivatives. Second order partial derivative. Economic Application of Partial Derivatives – Marginal Values of Demand, Utility, Production. Partial elasticities. Maxima/Minima. Unconstrained optimization of two variables. Constrained optimization. Method of Lagrange multiplier.</p> <p>Module Wise Reference Books: a)Essential Maths for Economic Analysis – Knut, et al. – (PEARSON) b) Quantitative Methods – S.Saha, S.Mukherji –(CENTRAL)</p> <p><u>Learning Outcomes:</u> Students will be able to classify Partial Differential Equations, apply proper methods and interpret the solutions on real-time data of Business & Economics.</p>	Class room sessions	3	<p><u>Sessions:</u> A. Introduction B. Direct and Cross Partial Derivatives C. Second Order Derivatives D. Economic Application of Partial Derivatives E. More Numerical Problems</p>

SESSION OUTLINE FOR BUSINESS STATISTICS IN QUANTITATIVE TECHNIQUES-I

I	<p>INTRODUCTION, COLLECTION OF DATA AND DIAGRAMS AND GRAPHS</p>	Class room sessions	8	<p><u>Sessions:</u> A. Introduction</p>
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	<p>Meaning, scope and limitations of statistics Population, sample, variable, attribute, parameter, statistic. (<i>only concepts</i>) Primary, Secondary, Sample and census, Survey, Types of Data, Different methods of collecting data. Tabulation of Data up to three characteristics (<i>only concepts</i>) Frequency polygons/ curves, Histogram, Ogives. (<i>problems included</i>)</p> <p>Module Wise Reference Books: a) Statistical Methods- S.P.Gupta b) Statistics For Management - Pearson - Levin, Rubin c) Statistics For Management- Srivastava, Shailaja d) Statistics (Theory Methods & Applications)Sancheti, V.K.Kapoor- e) Quantitative Methods- Nazneen, et al. f) Applied Business Statistics-Ken Black</p> <p>Learning Outcomes: Basic understanding of Data and types of Data will help students to recognize the initial requirement for any analysis. Also understanding of visual presentation for any data.</p>	<p>with Applications in MS Excel.</p>		<p>to Basic Statistical Concepts B. Introduction to Data and Types C. Graphs D. Numerical problems</p>
<p align="center">II</p>	<p>DESCRIPTIVE STATISTICS FOR UNIVARIATE DATA Arithmetic mean, weighted mean, combined mean, median</p>	<p align="center">Class room sessions</p>	<p align="center">14</p>	<p>Sessions: A. Introduction to Central Tendency</p>

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	<p>(ungrouped and grouped), Mode, quartiles, percentiles, deciles, (Simple problems related to Economics and Finance), Geometric Mean calculations, <i>(problems included) (step deviation method omitted, bimodal omitted)</i></p> <p>Measures of Dispersion:- Range, Quartile Deviation, Mean Deviation from Mean, Median & Mode, Standard Deviation, Variance, Coefficient of Variation, Combined Standard Deviation, (Simple, basic problems pertaining to Finance and Quality Control). <i>(problems included)</i></p> <p>Skewness (Karl Pearson, Bowley's, Kelly's) <i>(problems included)</i>, Kurtosis <i>(only concepts of kurtosis)</i></p> <p>Concept to be clarified using graphs for the problems on Skewness</p> <p>Module Wise Reference Books:</p> <p>a) Statistical Methods- S.P.Gupta b) Statistics For Management - Pearson-Levin, Rubin c) Applied Business Statistics - Ken Black d) Business Statistics - Mc Graw Hill - Vohra e) Statistics (Theory Methods & Applications) Sancheti, V.K. Kapoor f) Statistics For Business And Economics- Anderson, Sweeney & Williams</p> <p><u>Learning Outcomes:</u> Understanding of how to</p>	<p>with Applications in MS Excel.</p>		<p>B. Measures of Central Tendency with Numerical Problems</p> <p>C. Introductions to logarithmic tables</p> <p>D. Numerical Problems</p> <p>E. Introduction to Dispersion</p> <p>F. Measures of Dispersion with Numerical Problems</p> <p>G. Coefficients of Dispersion & Coefficients of Variation</p> <p>H. Introduction to Skewness & Kurtosis</p> <p>I. Numerical Problems</p>
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	summarize particular data using different methods and also to interpret how variability in any data plays a very important role for any Analysis.			
III	<p>BIVARIATE DATA</p> <p>Correlation: Karl Pearson's Coefficient of Correlation (Properties and Calculations) (problems included but problems on bivariate table omitted)</p> <p>Regression: Linear Regression Equations – Statement, Properties, Uses, Calculations –Least Square Method and Spearman's (Repeated and Non repeated Ranks) (problems included)</p> <p>Module Wise Reference Books:</p> <p>a) Statistical Methods- S.P.Gupta b) Statistics For Management - Pearson-Levin, Rubin c) Applied Business Statistics –Ken Black d) Business Statistics – Mc Graw Hill – Vohra e) Statistics (Theory Methods & Applications) Sancheti, V.K.Kapoor f) Statistics For Business And Economics-Anderson, Sweeney & Williams</p> <p>Learning Outcomes: Understanding of how data are related to each other through visual representation and also using</p>	Class room sessions with Applications in MS Excel.	8	<p>Sessions:</p> <p>A. Introduction to Correlation B. Scatter Diagram C. Karl Pearson's Correlation Coefficient D. Spearman's Correlation Coefficient E. Introduction to linear regression F. Least Square Method G. Regression Coefficients H. Real time Applications and Numerical Problems</p>

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	different statistical methods. Also understanding of how to predict a particular variable with the help of dependent variables which is widely used in Finance, Business & Economics.			
IV	<p>Application of Statistical Techniques {MS Excel] - Statistical Computing</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>Module Wise Reference Books: a) The Excel Data and Statistics Cookbook, Third Edition by Larry Pace b) Excel data analysis (Book by Jinjer L. Simon) Originally published: 2003 Author: Jinjer L. Simon</p> <p>Learning Outcomes: Students will understand the application of various statistical</p>	Class room sessions with Applications in MS Excel.	10	<p>Sessions:</p> <p>A. Importing Data in Excel B. Cleaning of Data C. Organizing Data D. Installation of Data Analysis Tool Pack E. Real Life Data Analysis with Basic Descriptive Statistics, Central Tendency, Dispersion F. Graphs in Excel- Histogram, Polygon, Ogives etc. G. Correlation and Regression in Excel H. Real Time Project in Excel by Student using Different Statistical Analysis with Report in Excel I. Presentation</p>

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	techniques using MS Excel which is widely used in many different industries and also hands on experience of Data Analysis tool in MS Excel.			
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Note: 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.

**Reference Books:
FOR BUSINESS MATHEMATICS**

Title	Author(s)	Publisher
ESSENTIAL MATHEMATICS FOR ECONOMIC ANALYSIS (4 th Edition)	Knut Sydsaeter, Peter Hammond, Arne Strom	Pearson India
BUSINESS MATHEMATICS (2011)	Kashyap Trivedi, Chirag Trivedi	Pearson India
BUSINESS MATHEMATICS (2 nd Edition)	Qazi Zameeruddin, V.K. Khanna, S.K. Bhambri	Vikas Publishing House
ELEMENTARY MATHEMATICS FOR ECONOMICS (TY BBA, Mumbai Univ. 1 st Edition)	Dr (Mrs) Pratibha Borwankar	Sheth Publishers
MATHEMATICS AND STATISTICS FOR ECONOMICS (2 nd Revised Edition)	G.S. Monga	Vikas Publishing House
FUNDAMENTAL METHODS OF MATHEMATICAL ECONOMICS (93 rd Edition)	Alpha C. Chiang	McGraw-Hill International

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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 rd Edition)	Semour Lipschutz, Marc Lars Lipson	McGraw Hill Education India

FOR BUSINESS STATISTICS

Title	Author(s)	Publisher
STATISTICS FOR MANAGEMENT [Seventh Edition]	Richard L. Levin, David S. 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

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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
THE EXCEL DATA AND STATISTICS COOKBOOK, THIRD EDITION	Larry Pace	
EXCEL DATA ANALYSIS	Jinjer L. Simon	


Any other information :

Note: Latest edition of text book may be used.

Prepared by

Approved by

Signature
(Concerned Faculty/HOD)
Veerendra Anchan
Tejaswini Angre


Signature
(Dean)

SVKM's Narsee Monjee Institute of Management Studies

Name of School – Anil Surendra Modi School of Commerce

Program: F.Y. BBA				Semester : II	
Course : Cost Accounting				Code: 7402C001	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50 marks	50 marks
Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up					
ICA 1 Regular Class Tests (40 marks)		ICA 2 Assignments (10 marks)			
Learning Objectives: To help students acquire conceptual knowledge of different elements of cost and different methods of costing					
Learning Outcomes: To enable students to conceptualize various methods and techniques of cost accounting and its application.					
Pedagogy Class exercises, Power Point Presentations, Diagrammatic representations and Assignments.					
Detailed Syllabus: (per session plan)					

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
1	Introduction to cost accounting - Introduction to Costing and Cost accounting, Comparison between Financial & Cost accounting, Cost concepts & elements	PPTs, Class Exercises, Assignments	02	Cost Accounting Principles and Practice by M.N. Arora (12 th Edition) Cost Accounting - Text and

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				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	12	Cost Accounting Principles and Practice by M.N. Arora (12 th 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 th Edition) Cost Accounting - Text and Problems by 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 th Edition)

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Name of School – Anil Surendra Modi School of Commerce

				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	14	Cost Accounting Principles and Practice by M.N. Arora (12 th Edition) Cost Accounting - Text and Problems by M.C. Shukla, T.S. Grewal and Dr. M.P. Gupta
6	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 th Edition) Cost Accounting - Text and Problems by M.C. Shukla, T.S. Grewal and Dr. M.P. Gupta
7	Methods of Costing: Contract – Problems, escalation clause, cost plus contracts	PPTs, Class Exercises, Assignments	08	Cost Accounting Principles and Practice by

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

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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

Signature
(Concerned Faculty/HOD)

Approved by



Signature
(Dean)

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Name of School - Anil Surendra Modi School of Commerce

Program: F.Y.BBA				Semester : II	
Course : Effective Communications				Code: 7402E004	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up					
ICA 1		ICA 2		ICA 3	
Writing Skills (Analytical writing based on pre-reading material, 7Cs of Effective Communication/case study writing) 20 Marks		Class Participation: SOP writing/E-mail writing Types of letters: Denial, persuasive, (Resume, cover letter, sales pitch) Class Exercises 20 Marks		Presentations 10 marks	
<p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. The course helps to develop an understanding of complexity and challenges involved in the communication process. 2. The course is designed to enhance listening, speaking, reading and writing skills amongst the students. 3. Acquiring Conceptual Clarity of Various Functional Areas (in business context). 4. Demonstrate Effectively 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 Global Environment and its Impact on Business 					
<p>Learning Outcomes:</p> <ol style="list-style-type: none"> 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)					

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Name of School - Anil Surendra Modi School of Commerce

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
I	<p>Theory of Communication</p> <ul style="list-style-type: none"> • Importance & Relevance of Effective Communication in Business Context. • Digital and Human Communication. • Process of Communication <ul style="list-style-type: none"> A. Sender B. Receiver <ul style="list-style-type: none"> 1. Self-Awareness level of sender and receiver. 2. Johari Window 3. Transactional analysis 4. Communication Styles: Passive, Aggressive, passive-Aggressive and Assertive. (Behavior, Characteristics and Outcome of each style) • MBTI (Not to be tested in exam) C. Message D. Methods E. Feedback <p>Learning outcome: 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 understand the process of communication and learn importance of each and every component of communication process.</p>	<p>PPT, Worksheets, Videos, Questionnaires, Discussions</p>	10	<ol style="list-style-type: none"> 1. <u>Games People Play</u> by Eric Berne 2. <u>Communication: Your Key to Success</u> by Shirley Taylor & Alison Lester
II	<p>Methods of Communication: Verbal Communication</p> <ul style="list-style-type: none"> • Oral Communication: Advantages, disadvantages and its relevance. <ul style="list-style-type: none"> a. PAIBOC Model 	<p>Videos, PPT, Case Study, Discussions</p>	6	<ol style="list-style-type: none"> 1. <u>Communication: Your Key to Success</u> by Shirley Taylor & Alison Lester 2. <u>Effective Business Communication</u> by Herta Murphy; Herbert

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	<ul style="list-style-type: none"> • Written Communication: Advantages, disadvantages and its relevance. • 7 Cs of Effective Communication <p>Learning outcome: 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>Hildebrandt & Jane Thomas. 3. Basic Business Communication by Raymond Lesikar & Marie Flatley. 4. <u>Business Communication</u> - Mumbai University Publication. 5.50 <u>Communications Icebreakers 7 Exercises</u> by Peter Garber</p>
<p>III</p>	<p>Methods of Communication: Non-Verbal Communication</p> <ul style="list-style-type: none"> • Components of Nonverbal Communication: <ol style="list-style-type: none"> a. Kinesics, Proxemics, Haptics(touch), Chronemics(time), Chromatics(Colors), paralanguage, (oculesics(eye movements), olfactics(Sense of smell), grooming b. Mirroring c. Mehrabian Circle d. Hofstede's Dimensions of Cultural Differences e. Bennett's Stages of Intercultural sensitivity. <p>Learning outcome: 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>	<p>Documentaries, Case study, Discussions, worksheets, ppt</p>	<p align="center">6</p>	<p>1. Managerial Communication by Geraldine Hynes Case Studies for Organizational Communication by Joann Keyton, Pamela Shocley-Zalabak</p>

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IV	<p>Organizational Communication</p> <ul style="list-style-type: none"> • Objectives to Communication: To inform, to motivate & persuade, to train & educate, to order & instruct and to reprimand. • Channels to communication: Formal- vertical, horizontal, diagonal and Informal - Grapevine Communication. • Barriers to Communication: Psychological, Socio-Cultural, Semantic and Physical Barriers. • Conflict management: Means to overcome Barriers to Communication. <p>Learning outcome: The process of communication will help students understand the importance of its every stage and measures to take to avoid any miscommunication. Through this module students will also understand the intricacies of Internal/Employee communication within the organization.</p>	PPT, Case Study.	6	<ol style="list-style-type: none"> 1. Business Communication Today by Courtland Boves, John V.Thill and Roshan Lal Raina 2. Strategic management Communication for Leaders by Robyn Walketr
V	<p>Listening Skills</p> <ul style="list-style-type: none"> • Importance of listening • Process of listening, • Impediments to effective listening, • Styles of listening, • Strategies to improve listening. <p>Learning outcome: Students will understand the importance of listening carefully and with responsibility before speaking meaningfully. Students will respect all kinds of speakers and become better communicators.</p>	Videos, worksheets, Case Study, PPT, discussions.	2	<p><u>1.Communication: Your Key to Success</u> by Shirley Taylor & Alison Lester</p>
VI	<p>Presentation skills</p>	PPT, worksheets, Discussions.	8	<ol style="list-style-type: none"> 1. <u>Stand and Deliver</u> by Robert Barnes. 2. <u>Communication: Your Key to Success</u> by

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	<ul style="list-style-type: none"> • Four P's of Presentation skills: Plan, Prepare, Practice and Perform • Four corner stones of making memorable presentations: Purpose, Audience, Content and The Best Medium <p>Learning outcome: Students will become better presenters adjusting to the needs of varied audience and learning to keep content relevant and to the points. Students will learn techniques to make memorable presentations.</p>			Shirley Taylor & Alison Lester
VII	<p>Group Discussions</p> <ul style="list-style-type: none"> • Pre-requisites of a GD, • Do's and don'ts of a GD, • Evaluation Criteria, Approaches to prepare for a GD <p>Personal Interview</p> <ul style="list-style-type: none"> • Physical and Mental preparation for Interviews. • Types /Structure of Interviews - One-to-one/Panel • Types of interview questions: Behavioral/Stress/Situational <p>Learning outcome: 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.	4	<p>1. <u>Business Communication</u> - Mumbai University Publication.</p> <p>2. <u>Communication: Your Key to Success</u> by Shirley Taylor & Alison Lester</p> <p>3. <u>Managerial Communication</u> by Geraldine Hynes</p>
VIII	<p>Negotiation Skills</p> <ul style="list-style-type: none"> • What is Negotiation? • Relevance of learning effective Negotiation skills, Benefits of effective Negotiation, • Strategies of Negotiation, steps of Negotiating, • Communication Pyramid • Integrity and ethics in Negotiating. 	Case Study, Discussion, ppt.	4	<p>1. <u>Interpersonal Skills in Organizations</u> by Suzanne C. De Janasz; Karen O. Dowd & Beth Z. Schneider</p>

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	<p><u>Learning outcome:</u> Students will be able to learn the professional and ethical way of negotiating disregarding foul play, bluff and other unethical ways of getting your way.</p>			
IX	<p>Public Relations</p> <ul style="list-style-type: none"> • Fundamentals and Functions of PR, • Crisis Communication • Lobbying, • Writing skills: Press Release <p><u>Learning outcome:</u> Students will learn to communicate on a larger scale with different kinds of public with a different agenda.</p>	PPT, Case Study, Discussions.	4	<p><u>1. Corporate Communication</u> by Jaishri Jethwaney</p> <p><u>2. Corporate Communication</u> by Paul Argenti.</p>
X	<p>Business Correspondence</p> <ul style="list-style-type: none"> • Letter Writing: layouts of the letter: full Block form and Modified Block form. • Types of letters: Request, Denial and Persuasive letters.(Indirect and AIDA Strategy) • Consumer Grievance Letters • Resume (Basic Format for Beginners) and Covering letter (Solicited and Unsolicited) • Memo Writing • Statement of Purpose • E-mail Writing: Netiquettes and format <p><u>Learning outcome:</u> Students will be put through challenging personal and business situations and learn how to write professionally and amicably handle any situation.</p>	Case study, worksheets, ppt.	10	<p><u>1. Effective Business Communication</u> by Herta Murphy; Herbert Hildebrandt & Jane Thomas.</p> <p><u>2. Business Communication</u> - Mumbai University Publication</p> <p><u>3. 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.

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4. Gorman Tom; The Complete Idiot's Almanac of Business Letters and Memos, 1997, Prentice Hall of India PVT. LTD.
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 and 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 the past experiences and mistakes in the 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: Ms. Krupali Waghela

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

Program: F.Y. BBA				Semester : II	
Course : Environmental Management & Corporate Social Responsibility				Code: 7402E003	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up					
ICA 1 Class Test (Compulsory) 20		ICA 2 Project 10		ICA 3 Assignment 10	
ICA 4 Class Participation 10					
Learning Objectives:					
<ul style="list-style-type: none"> • To make students critically and analytically understand concepts like business sustainability, environmental crisis and response of different stakeholders to such problems. (PLO 2) • To make students understand and be sensitive to the global challenges of Climate Change and explore the business opportunities to mitigate climate Change issues.(PLO4) • To make students analyze the areas, dynamics & relevance within which social enterprise(s) operates and its overall positive impact especially for Third World Nations like India.(PLO 1) • Help them understand and apply the concepts and develop skills within Behavioral science to bring about environmental friendly behavior for multiple stakeholders. (PLO 3) • Creating Social sensitivity and understanding CSR, Ethical and Sustainable business practices.(PLO 4) 					
Learning Outcomes:					
<ul style="list-style-type: none"> • Students should be able to demonstrate ability to evolve Environmental friendly business strategies • Demonstrate ability to develop business models within social impact strategy and social entrepreneurship, including key concepts, an overview of the field, and tools to get started as a change-maker. • It explores the idea of how to become a stakeholder entrepreneur and create a business that makes money and makes the world a better place. • Develop business management students into responsible corporate citizens who think along triple bottom line to bring about change in the eco system. • It prepares you to meet the requests and demands of current and future decision-makers and in this course, you will analyze ethical challenges associated with environmental dilemmas and apply different decision making tools relevant to environmental management and regulation. • It enables you to use design thinking to uncover new and creative solutions in the social sector 					
Pedagogy : Lecture Delivery, Ted Talks, Documentaries, Biographies and Books on Social Entrepreneurs and Innovators, Online Courses, Business Case Studies, Videos,					
Detailed Syllabus: (per session plan)					

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Name of School – Anil Surendra Modi School of Commerce

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
I	<p><u>Introduction to Environment Management & Social Issues</u></p> <p>a) Introduction to Environmental Crisis & Environmental Management,</p> <p>b) Climate change Issues,</p> <p>c) Global Environmental Management- Business Sustainability & Sustainable development (Definition, Issues & Challenges, Strategies),</p> <p>d) Role of Business in Environment Degradation,</p> <p>e) Environmental Impact Assessment (EIA) - Three Core Values of EIA, EIA in India, Strategic Environmental Assessment & Life Cycle Assessment.</p> <p>f) Introduction to Social Issues, Crises, Challenges.</p> <p>g) Role of Business in</p>	Environmental Crisis- Documentaries	12	<p>Environmental Studies – From Crisis to Cure – R. Rajagopalan (Oxford, 3rd Ed./ Latest Edition)</p> <p>Environmental Management – Dr. Bala Krishnamoorthy (Prentice Hall - 2003) 2 Ed/ Latest Edition.</p> <p>E-books/ Online Content, Research Papers, Articles, Blogs, You tube videos.</p>

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	<p>Social Degradation and</p> <p>h) Responsibility of Business in Social Development.</p> <p>Learning Outcome: Introduction to new age social and environmental issues and role of human decision making.</p>			
II	<p><u>Environmental Management and Ethics</u></p> <p>a) Environmental Ethical Dilemmas-Power & Inequality:</p> <p>b) Fundamentals of Social Theory, Deontology, Cost-Benefit Analysis(Utilitarianism),</p> <p>c) Behavioral Ethics & Behavioral Biases-</p> <p>i. Altruism</p> <p>ii. Behavioral ethics,</p> <p>iii. Bounded ethicality,</p> <p>iv. Conflict of Interest,</p> <p>v. Conformity Bias,</p> <p>vi. Consequentialism,</p> <p>vii. Deontology,</p> <p>viii. Framing,</p> <p>ix. Moral equilibrium,</p> <p>x. Moral myopia,</p> <p>xi. Self-serving Bias,</p> <p>xii. Utilitarianism,</p> <p>xiii. Virtue Ethics</p> <p>d) Stakeholder Analysis (Mendelow's Matrix) & Technology Assessment</p> <p>Learning Outcome: Introduction to ethical dilemmas, ethical responsibilities and models to solve dilemmas.</p>	Business Case Studies on Ethical Dilemmas,	12	www.ethicsunwrapped.utexas.edu

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<p>III</p>	<p><u>Behavioral Science and Use of Nudging/Nudges in Environmental Management</u></p> <p>a) Behavioral Economics and Decision Making,</p> <p>b) Behavioral Design and Nudging,</p> <p>c) Use & Application of Nudge Theory to ensure/enable Pro-Environmental behavior,</p> <p>d) Use of Behavioral Science (including Nudging/ the Nudge theory in Solving Social and Environmental Issues</p> <p>Learning Outcome: Introduction to behavioral science and its use in combating social and environmental issues.</p>	<p>Examples of Behavioral Science Nudges used by Entrepreneurs and Corporates</p> <p>Concept Delivery, Video & TED Talks</p>	<p>12</p>	<p>Research Papers, E-books, Articles, White Papers, Cases.</p>
<p>IV</p>	<p><u>New Models of Business in Society</u></p> <p>a) Role of Business in Society- Social Entrepreneurship (New age solution for new age social and environmental issues),</p> <p>b) Social Entrepreneurship & Millennials,</p> <p>c) Social Impact, Social</p>	<p>Discussions on Social Innovators and Entrepreneurs</p>	<p>12</p>	<p>Social Entrepreneurship: What Everyone needs to know by David Bornstein & Susan Davis (Oxford University Press)</p> <p>Research Articles available Online & White Papers, Blogs, websites.</p>

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	<p>Enterprise and Social Innovation,</p> <p>d) Design Thinking in Social Innovation and Its Application,</p> <p>e) Roadblocks & Challenges in starting and/or managing a social enterprise,</p> <p>f) Emergence of "social intrapreneurism" and</p> <p>g) Scalability of Social Entrepreneurship-Problems & Strategy,</p> <p>h) Social Entrepreneurship-Funding, sustainability,</p> <p>i) Measurement of impact & effectiveness of Social Enterprise,</p> <p>j) Social Entrepreneurship as a Career option - challenges & opportunities.</p> <p>k) Measure Social Return on Investment (SROI),</p> <p>l) Social Impact Investing (SIE), and SIE Index. (m) Measure the impact on Triple Bottom Line,</p>			
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	<p>m) Sharing Economy and Gift Economy (Paid-forward model) concept.</p> <p>Learning Outcome: Introduction to social entrepreneurship and business models to solve social and environmental issues</p>			
V	<p><u>Corporate Social Responsibility (CSR)</u></p> <p>a) Definition of CSR and its drivers,</p> <p>b) CSR & Corporate Strategy,</p> <p>c) True Meaning of CSR,</p> <p>d) Cases of CSR in Indian organizations,</p> <p>e) Conscious Capitalism,</p> <p>f) Corporate Social Performance(CSP), CSP Theory & Strategic CSR</p> <p>g) CSR, Employer Branding & Millennial (Social Identity theory, Signaling Theory & Social Exchange Theory)</p> <p>Learning Outcome: Introduction to the true meaning of CSR and its role in social development.</p>	<p>Concept Delivery, Videos and Ted talks</p>	12	<p>E-Books & Research Articles, blogs, Cases, Video Cases/ Clips.</p>

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Text Books:

1. Environmental Studies - From Crisis to Cure - R. Rajagopalan (Oxford, 3rd Ed.)
2. Environmental Management - Dr. Bala Krishnamoorthy (Prentice Hall - 2003) 2 Ed.
3. Social Entrepreneurship: What Everyone needs to know by David Bornstein & Susan Davis (Oxford University Press).

Prepared by

Dr. Praveen Saxena
Mr. Neelesh Kumar
Ms Pallavi Dalal

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

Program: F.Y.BBA				Semester : II	
Course : Macroeconomics				Code: 7402E005	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up					
ICA 1 Written Test: 20 marks		ICA 2 Quiz:20 Marks		ICA 3 Project Report/ Presentation:10	
<p>Learning Objectives: 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>Learning Outcomes: 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>Pedagogy: 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>					
Detailed Syllabus: (per session plan)					

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Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
I	Introduction: 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	National Income and its determination- 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. 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)	Prereading Lectures with class discussions. Solving numericals	5	Vanita Agarwal, (Chapter 3) Dornbusch (Chapter 2)
III	Classical Model of Income Determination- Say's Law, Output and Employment in the Classical Model, Criticism of the Classical model.	lecture	1	Vanita Agarwal (Chapter 3)
IV	Keynesian Model of Income Determination- 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

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	<p>two, three and four sector economy), Paradox of thrift, limitations of the multiplier, application of multiplier to Less Developed countries</p> <p>Case Study: Cutting Taxes to Stimulate Economy, Mankiw, Pg287</p> <p>https://economictimes.indiatimes.com/news/economy/finance/india-considering-7-7-billion-stimulus-spending-in-2017/18-government-sources/articleshow/60780738.cms</p>			287)
V	<p>Analysis of the monetary sector- 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>	10	Vanita Agarwal (Chapter 11,12,13,14)
VI	<p>IS-LM Framework- Goods and money market equilibrium, shifts in IS and LM curves, role of monetary and fiscal policy in a closed economy, Numericals</p> <p>Case Study: The Truth about Abenomics (http://www.businessinsider.in/THE-TRUTH-ABOUT-ABENOMICS-The-Japanese-Economic-Experiment-Thats-Captivating-The-World/articleshow/21249656.cms)</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>	10	Vanita Agarwal, : (Chapter16,17) Mankiw (Chapter 10,11)
VII	<p>Inflation and unemployment- 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>	5	Vanita Agarwal,

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	<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>Case Study: Inflation targeting and the evolution of monetary policy</p> <p>https://www.livemint.com/Sundayapp/b6dtiEFyLTGFikJmZ5qZfj/Inflation-targeting-and-the-evolution-of-monetary-policy.html</p>	discussion and debates.		(Chapter19, 20, 21)
VIII	<p>Open economy- 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>Case Study: Opinion India's impossible trinity problem</p> <p>https://www.livemint.com/Opinion/8zXO5x6PUmEjhtf2sCw11K/Indias-impossible-trinity-problem.html</p> <p>Here are the clues that RBI, others can draw from the US Fed action</p> <p>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</p>	Prereading Lectures with case studies and current newspaper articles, discussion and debates.	10	<p>Vanita Agarwal, (Chapter22,23,24)</p> <p>Dornbusch: Chapter12</p> <p>Mankiw: Chapter 12</p>
	Project Work		5	

Text Books:

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

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2. Mankiw, N. Gregory, Macroeconomics, 6E, Macmillan Worth Publishers New York, Hampshire U.K.)
3. Dornbusch, Fischer, Startz: Macro Economics, 8th 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

Program: F.Y.BBA				Semester: II	
Course: Principles of Marketing				Code: 7402P002	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
Internal Component Assessment break up					
ICA 1 Quizzes/MCQs 20 Marks		ICA 2 Presentations 10 Marks		ICA 3 Assignments/ Case-studies 20 Marks	
Program learning Goals: Understanding of Marketing as a Business Function 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					
Learning Outcomes: 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.					
Pedagogy 1. Power-point & Prezi Presentations 2. Videos 3. Role plays, Critical evaluations of Marketing concepts					
Detailed Syllabus: (per session plan)					

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

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

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

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

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

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	❖ 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:

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(Concerned Faculty/HOD)

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Name of School – Anil Surendra Modi School of Commerce

Program: F.Y. BBA				Semester : II	
Course : Quantitative Techniques – II Academic Year: 2020-2021 Batch: 2020-2023				Code: 7402Q002	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
Internal Component Assessment (50 marks) break up					
		ICA 1		ICA 2	
		Online Class Test/Assignments		Excel Projects	
		30		20	
Learning Objectives:					
<ul style="list-style-type: none"> • Acquiring Conceptual Clarity of Various functional Areas • Analysis and interpretation of the data which is used in Decision Making • Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts 					
Learning Outcomes:					
At the end of the course module, the students should be able to:					
<ul style="list-style-type: none"> • Appreciate the significance and the value of the application of the principles of Quantitative Techniques-II in the use of scientific methodology of management. • To understand the various issues involved in the collection, analysis and arriving at conclusive decisions regarding quantitative data. • To understand and appreciate the practical relevance of various basic statistical tools in the field of finance, economics, marketing, human resources, manufacturing and so on. 					
Pedagogy					
The objective of the course is to encourage students to learn and to appreciate the use of the various tools of Quantitative Techniques – II with regard to scientific management in various businesses. Hence,					
<ul style="list-style-type: none"> • Short case studies would be either discussed in class or would be given to students as assignments for submission • Pertaining to the topic covered, students would be given project/field work for better understanding of the topic. These will be of practical nature. • Use of Excel to solve problems/draw diagrams would be shown and interpreting the results will be emphasized more. 					

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Important Note:

- 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.
- Problems should be application based.
- TRIGONOMETRY Excluded.
- The rules for Indices and Logarithms (including natural logarithms) to be introduced to the students. But these topics are not included in the syllabus **and logarithmic tables is allowed in the Sem II examination if necessary.**
- Problems given to the students should test them more in terms of concepts and logical reasoning. **Problems involving detailed calculations/simplifications to be avoided.**
- **Use of Simple as well as Scientific Calculator is allowed in the examination. Financial calculators, GDC calculators are not allowed.**

SESSION OUTLINE FOR BUSINESS MATHEMATICS FOR QUANTITATIVE TECHNIQUES-II
(20 hours)

Each lecture session would be of one hour duration

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
I	<p>Simple and Compound Interest</p> <p>Various basic formulae for Simple and Compound Interest. Problems involving simple as well as compound interests. Fractional time periods. Future and Present values.</p>	Solving practical problems and Short case studies would be either discussed in class or would be given to students as assignments for submission	7	<p>a) BUSINESS MATHEMATICS – Qazi. Chap 14. Pages 341-347</p> <p>b) BUSINESS MATHEMATICS- Vaidya and Kumtha. Chapter 1. Pages 1 to 42</p>
II	<p>ANNUITY</p> <p>Introduction to Annuities, Accumulated and Present Value for Immediate Annuity and Annuity Due, with annual payments and compounded more than once in a year. Amortization. Sinking Fund. EMI.</p>	Solving practical problems and Short case studies would be either discussed in class or would	8	<p>a) BUSINESS MATHEMATICS. Qazi. Pages 347-355 and 359 to 363</p> <p>b) BUSINESS MATHEMATICS – Vaidya Kumtha. Chap. 2. Pages 43 to 72</p>

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		be given to students as assignments for submission		
III	<p>DETERMINANTS AND MATRICES</p> <p>Introduction to Determinants (only second and third order). (Omit: Properties of determinants). Cramer's Rule for second and third order determinants. Introduction to Matrices. Types. Addition/subtraction/multiplication (Multiplication of two matrices)/transpose/ad joint/inverse of matrices. Solving 2 and 3 variables problems. (Using Row Elementary Operations) Input-Output Matrix (Up to 3x3)</p>	Solving practical problems and Short case studies would be either discussed in class or would be given to students as assignments for submission	5	<p>a) BUSINESS MATHEMATICS – Qazi. Chapter 29. Pages 815 to 907)</p> <p>b) BUSINESS MATHEMATICS. Vaidya Kumtha. Chapters 5 , 6 , 7 , 8. Pages 141 to 221</p>

Reference Books:

Title	Author(s)	Publisher
ESSENTIAL MATHEMATICS FOR ECONOMIC ANALYSIS (4 th Edition)	Knut Sydsaeter, Peter Hammond, Arne Strom	Pearson India
BUSINESS MATHEMATICS (2011)	Kashyap Trivedi, Chirag Trivedi	Pearson India
BUSINESS MATHEMATICS (2 nd Edition)	Qazi Zameeruddin, V.K. Khanna, S.K. Bhambri	Vikas Publishing House
ELEMENTARY MATHEMATICS FOR ECONOMICS (TY BBA, Mumbai Univ. 1 st Edition)	Dr (Mrs) Pratibha Borwankar	Sheth Publishers
MATHEMATICS AND STATISTICS FOR ECONOMICS (2 nd Revised Edition)	G.S. Monga	Vikas Publishing House

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FUNDAMENTAL METHODS OF MATHEMATICAL ECONOMICS (93 rd 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 rd 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

SESSION OUTLINE FOR BUSINESS STATISTICS IN QUANTITATIVE TECHNIQUES-II

(40 hours)

Each lecture session would be of one hour duration

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
I	<p>FORECASTING AND INDEX NUMBERS</p> <p>Time Series (5 hours): Components, Additive and Multiplicative Models. Estimation of <i>Linear Trend</i> (only) by (i) Moving Averages (3 yearly, 4 yearly and 5 yearly) (ii) Method of Least Squares</p> <p>Index Numbers (6 hours): Simple Aggregate Method. Weighted Aggregate Methods. Simple Average of Price Relatives. Weighted Average of Price</p>	<p>Use of Excel to solve problems/draw diagrams would be shown.</p> <p>Pertaining to the topic covered, students would be given</p>	11	<p>a) STATISTICAL METHODS. S.P. Gupta. Pages 536 to 558. Pages 565 to 576. Pages 612 to 641.</p> <p>b) BUSINESS STATISTICS. A.V. Deshpande. Chapters 9 and 10. Pages 171 to 214</p>

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	<p>Relatives. Chain Based Index Numbers. Cost of Living Index Numbers.</p>	<p>project/field work.</p> <p>Practical problems and Short case studies.</p>		
II	<p>PROBABILITY AND PROBABILITY DISTRIBUTIONS</p> <p>Probability (7 hours): 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. (Problems included)</p> <p>Probability Distributions (12 hours): Random Variable. Expectation and Variance. Probability Distributions - Binomial, Poisson, Normal (Reading of Standard Normal Table).</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>	19	<p>STATISTICAL METHODS – S.P. Gupta. Pages 752 to 804. Pages 806 to 852</p>
III	<p>Application of Statistical Techniques {MS Excel} - Statistical Computing</p> <p>Forecasting in Time Series. And Least Square Methods. Index number formulation and interpretation using Excel. Fitting of distributions in Excel: Binomial, Poisson and Normal. Normal Curve and properties.</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>	10	<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>

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Reference Books:

Title	Author(s)	Publisher
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	

Note:

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Any other information: Module III of Business Statistics: Application of Statistical Techniques {MS Excel} - Statistical Computing is only for ICA project in MS Excel for 15 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: Veerendra Anchan
Tejaswini Angre
Hrushikesh Panaskar

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: S.Y. BBA				Semester : III	
Course : Banking and Insurance				Code: 7402B004	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
Internal Component Assessment (40 marks for UG / 50 Marks for PG) break up					
		ICA 1 Test 20 marks	ICA 2 Presentation 15 Marks	ICA 3 Projects and Assignments 15 Marks	ICA 4
Learning Objectives: To provide an understanding of the Indian Banking & Insurance Sector. To make the students comprehend, the latest offerings and the day to day operations in Banking & Insurance.					
Learning Outcomes: The students will develop an in depth understanding of the contemporary banking, capital markets and insurance industry. The students will develop knowledge about the various insurance offerings and the insurance operations and backend.					
Pedagogy PPTs, Videos, Online Demo, Case Study					
Detailed Syllabus: (per session plan)					

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
1	<u>Banking History & Introduction</u> -History of Indian Banking -Principles of Banking -Basic Concepts & Need for Banking -Functions of Banks	PPT	7	VijayaraghavanIyengar. Introduction to Banking. Excel Books

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2	<p><u>Banks & capital markets:</u></p> <p>-Banks role in capital markets (Depository, DP , Repository, ASBA)</p>	Online Demo	7	Capital Markets in India: Rajesh Chakraborti
3	<p><u>Types of Banks & Banking Products:</u></p> <p>-Banking Structure – Types of Banks</p> <p>-RBI & its Functions</p> <p>- types of accounts, Instruments, Cards, NRI A/c</p> <p>-Fee based products</p> <p>-Loans</p> <p>-Tools of Monetary Control (CRR, SLR, OMO , SCC etc)</p>	PPT	9	VijayaraghavanIyengar. Introduction to Banking. Excel Books
4	<p><u>Banking Customers & Negotiable Instruments:</u></p> <p>-Rules pertinent to all types of Banking Customers (minors, lunatics, pardanashin women, illiterate etc)</p> <p>-Basics of negotiable instruments act</p> <p>-Rules related to cheques</p>	PPT	6	Banking: KC Shekhar & Lakshmi Shekhar
5	<p><u>Compliance & E Banking:</u></p> <p>-Section 138</p> <p>-KYC & AML</p> <p>-Priority Sector Advances</p>	Videos	3	VijayaraghavanIyengar. Introduction to Banking. Excel Books

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	-Electronic banking			
6	<u>Basics of Insurance:</u> -History of Insurance - Basic concepts of Insurance -Taxation -Meaning of Risk -Principles of Insurance - Life &General Insurance (Health/Motor)	PPT, Cases	7	Principles of Insurance: Insurance Institute of India
7	Insurance Types(Endowment, Term plan, Moneyback, Child plan, ULIP) Bancassurance	PPT, Cases	8	Life Insurance: Insurance Institute of India
8	Underwriting (Financial / Medical), Claims	PPT	2	India Insurance Guide: LP Gupta
9	Reinsurance (Treaty & Facultative) and Retrocession	PPT	2	India Insurance Guide: LP Gupta
10	MWPA	PPT	1	India Insurance Guide: LP Gupta
11	Nostro, Vostro and Apex Institutions (NABARD, SIDBI, EXIM Bank)	PPT	4	Banking: KC Shekhar & Lakshmi Shekhar
12	Banking Reforms (Narsimham , Kannan, Padmanabhan)	PPT	3	VijayaraghavanIyengar. Introduction to Banking. Excel Books
13	NPAs	PPT	1	Banking: KC Shekhar & Lakshmi Shekhar

Text Books:

Reference Books:

VijayaraghavanIyengar. Introduction to Banking. Excel Books

Banking: KC Shekhar & Lakshmi Shekhar

Any other information :

Note: Latest edition of text book may be used.

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Name of School - Anil Surendra Modi School of Commerce

Prepared by

Sunny Oswal
Surbhi Gandhi
Anindo Bhattacharjee

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

Program: BBA				Semester :III	
Course : Direct and Indirect Tax				Code: 7402D001	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up					
ICA 1 Class / Online Test 10 marks	ICA 2 Class / Online Test 10 marks	ICA 3 Class / Online Test 10 marks	ICA 4 Class / Online Test 10 marks	ICA 5 Class / Online Test 10 marks	
Learning Objectives: To provide working knowledge about the tax laws in force for the relevant assessment year, equip students with application of principles and provisions of tax laws, to demonstrate the process of computation of taxes through relevant tax laws and to provide basic understanding of GST.					
Learning Outcomes: Students would be able to understand the process of computation of Income tax and GST through relevant tax laws					
Pedagogy: Lectures, case discussions, In-depth analysis of case laws, power point presentations, self-learning material and numerical examples (class exercise as well as home assignments) for better practical application and understanding. Pre-reading - Case studies and applicable direct tax law shall be provided					
Detailed Syllabus: (per session plan)					

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
I	<p>PRELIMINARY</p> <p><i>Definitions:</i></p> <ul style="list-style-type: none"> • Sec 2(25A) - India • Sec 2(31) - Person • Sec 2(7) - Assessee • Sec 2(8) - Assessment • Sec 2(9) - Assessment year • Sec 2(34) read with Sec 3 - Previous year • Sec 2(24) - Income • Sec 2(1A) - Agricultural Income <p><i>Explanation of basic concepts:</i></p> <ul style="list-style-type: none"> • Sec 80B - Gross total income • Sec 2(45) - Total income • Sources of income (capital and revenue receipts) • Heads of income 	Lectures, power point presentations and caselets (class exercise as well as home assignments)	10	<p>Singhania, Vinod K. and Monica Singhania. Students Guide to Income Tax. Taxmann Publications Pvt. Ltd., New Delhi.</p> <p>Ahuja, Girish and Ravi Gupta. Systematic</p>

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	<ul style="list-style-type: none"> • Charge of Income Tax (Sec 4) <p><i>Introduction to Relevant components of Finance Act relating to Direct Taxes & Computation of tax:</i></p> <ul style="list-style-type: none"> • Rates of tax for all types of individuals only along with Health & Education Cess • Aggregation of agricultural income for rate purpose i.e. partly agricultural and partly nonagricultural income along with tax computation thereof including Rules 7A, 7B & 8 • Surcharge on income tax & marginal relief • Sec 288A - Rounding off of total income • Sec 288B - Rounding off amount payable and refund due • Rebate u/s 87A <p>BASIS OF CHARGE</p> <ul style="list-style-type: none"> • Sec 6 - Residential status of Individual only. • Sec 5 - Scope of total income (on the basis of residential status including Section 7 & 9) <p>INCOMES WHICH DO NOT FORM PART OF TOTAL INCOME (Exempt Incomes)</p> <ul style="list-style-type: none"> • Sec 10(1) - Agricultural Income • Sec 10(16) - Scholarships • Sec 10(17A) - Awards and rewards • Sec 10(18) - Pension and family pension in specific cases • Sec 14A read with Rule 8D - Expenditure incurred in relation to income not includible in total income <p>(Head Specific exemptions are covered under relevant heads of Income)</p> <p><u>Learning outcomes:</u> At the end of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Give characterization based on definitions 2. Determine residential status of an individual. 3. Determine taxability of income 4. Calculate the amount of tax payable by an individual. 5. Determine amount of tax payable in cases where there is aggregation of agricultural 			<p>Approach to Income Tax. Bharat Law House, Delhi.</p>
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	and nonagricultural income			
II	<p>INCOME FROM SALARY</p> <p><i>Definitions:</i></p> <ul style="list-style-type: none"> • Sec 17(1) - Salary • Sec 17(2) - Perquisite • Sec 17(3) - Profits in lieu of salary (including but not restricted to Keyman insurance policy) <p><i>Exempt incomes and retirement benefits in relation to salary and respective rules relating thereto:</i></p> <ul style="list-style-type: none"> • Sec 10 (5) read with Rule 2B - Leave Travel concession or assistance • Sec 10(13A) read with Rule 2A - House Rent Allowance (HRA) • Sec 10(14) read with Rule 2BB - Special Allowances (only general allowances applicable to most employees to be covered, allowances in relation to specified areas or specified work to be ignored) • Sec 10(10A) - Commutation of Pension (Uncommuted pension also should be covered) • Sec 10(10AA) - Leave Encashment • Sec 10(10) - Gratuity • Sec 10(11) & Sec 10(12) - Payments from Provident Fund (Statutory, public, recognised and unrecognised) • Sec 10(10C) - Voluntary Retirement Scheme • Sec 10(12A) & Sec 10(12B) - Payments from National Pension Scheme • Sec 16 - Deductions from salary • Taxability of perquisites - Students should be able to identify whether a certain perquisite is taxable or not - including for specified employees (valuation of perquisites is excluded) <p>INCOME FROM HOUSE PROPERTY</p> <ul style="list-style-type: none"> • Sec 23: Annual value how determined (including vacant property) and Computation of income for Let Out Property (LOP), Self Occupied Property (SOP), Deemed Let Out Property and Property held as stock in trade • Sec 27 - Deemed owner: meaning and 	Lectures, power point presentations and numericals (class exercise as well as home assignments)	14	<p>Singhania, Vinod K. and Monica Singhania. Students Guide to Income Tax. Taxmann Publications Pvt. Ltd., New Delhi.</p> <p>Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.</p>

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	<p>applicability</p> <ul style="list-style-type: none"> • Sec 24 - Deductions from income from house property • Sec 25 - Amount not deductible from income from house property • Sec 25A - Special provision for arrears of rent and unrealized rent received subsequently • Sec 26 - Property owned by co-owners and its income calculation <p><u>Learning outcomes:</u> At the end of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Compute the income from Salaries (excluding valuation of perquisites) 2. Compute income under House property 3. Choose a property to be self-occupied or deemed let out 			
III	<p>PROFITS AND GAINS OF BUSINESS OR PROFESSION (Excluding presumptive taxation, income computation and disclosure standards and provisions applicable only to specific businesses but including Keyman insurance policy)</p> <p><i>Definitions:</i></p> <ul style="list-style-type: none"> • Sec 2(13) - Business • Sec 2(29BA) - Manufacture • Sec 2(36) - Profession <p>Sec 29 - Computation of profits and gains of business or profession</p> <p><i>Admissible expenses:</i></p> <ul style="list-style-type: none"> • Sec 30 - Rent, rates, taxes, repairs and insurance for buildings • Sec 31 - Repairs and insurance of machinery, plant and furniture • Sec 32 - Depreciation - normal & additional - assets put to use for less than 180 days - Block of Assets • Sec 35 - Expenditure on scientific research • Sec 35D - Amortisation of certain preliminary expenses • Sec 36 - Other deductions (only general expenses to be covered - expenses applicable to specific businesses / specific 	<p>Lectures, power point presentations and numericals (class exercise as well as home assignments) case studies.</p>	18	<p>Singhania, Vinod K. and Monica Singhania. Students Guide to Income Tax. Taxmann Publications Pvt. Ltd., New Delhi.</p> <p>Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.</p>

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<p>items to be ignored) • Sec 37 - General</p> <p><i>Inadmissible expenses:</i></p> <ul style="list-style-type: none"> • Sec 40(a) - Amounts not deductible (only general expenses to be covered - expenses applicable to specific businesses / specific items to be ignored) • Sec 40A - Expenses or payments not deductible in certain circumstances • Sec 43B - Certain deductions to be only on actual payment <p>CAPITAL GAINS</p> <p><i>Definitions:</i></p> <ul style="list-style-type: none"> • Sec 2(14) - Capital asset • Sec 2(47) - Transfer • Sec 2(29A) - Long term capital asset • Sec 2(42A) - Short term capital asset <p><i>Chargeability, computation, exemptions and taxability:</i></p> <ul style="list-style-type: none"> • Sec 45 - Chargeability of capital gains including but not restricted to conversion of capital asset into stock in trade, compulsory acquisition under any law • Sec 47 - Transactions not regarded as transfer • Sec 49 & Sec 55 - Cost of acquisition (COA) • Sec 55 - Cost of improvement (COI) • Sec 48 - Mode of computation of capital gains & indexation of COA & COI • Sec 51 - Advance money received • Sec 50 - Special provision for computation of capital gains in case of depreciable assets • Sec 111A, Sec 112 & 112A - Tax on STCG & LTCG • Capital gains on Self-generated assets - bonus shares, Goodwill • Exemption - Sec. 54, 54B, 54D, 54EC, 54EE, 54F, 54G <p><i>Capital gains not chargeable to tax</i></p> <ul style="list-style-type: none"> • Sec 10(37) - Capital Gain on transfer of land used for agricultural purposes not to be charged in certain case 	
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	<p><u>Learning outcome:</u> At the end of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Compute profits and gains of business or profession (Excluding presumptive taxation, income computation and disclosure standards and provisions applicable only to specific businesses) 2. Compute capital gains arising from transfer of capital asset 3. Compute tax in relation to capital gains 4. Identify avenues that can be used in order to save capital gain tax 			
IV	<p>INCOME FROM OTHER SOURCES (Excluding income computation and disclosure standards)</p> <ul style="list-style-type: none"> • Sec 56 - Chargeability of income from other sources (including but not restricted to Keyman insurance policy) <ul style="list-style-type: none"> ▪ Different types of Income from Other Sources (excluding deemed dividend) ▪ Casual & Non-Recurring Receipt (winnings from lotteries, crossword puzzles, races including horse races, card games and other games of any sort or gambling or betting of any form or nature whatsoever) including Sec 115BB in relation to computation of tax on such income • Sec 57 - Deductions • Sec 58 - Amounts not deductible • Sec 10(34) - Dividend from domestic company <p>INCOME OF OTHER PERSONS, INCLUDED IN ASSESSEE'S TOTAL INCOME</p> <ul style="list-style-type: none"> • Sec 60 - Transfer of income where there is no transfer of assets • Sec 63 - Definition of "Transfer" and "Revocable transfer" • Sec 61 - Clubbing of income in case of revocable transfer of assets • Sec 62 - Transfer irrevocable for a specified period • Sec 64 - Income of individual to include income of spouse, minor child, etc. • Sec 65 - Liability of person in respect of 	<p>Lectures, power point presentations and numericals (class exercise as well as home assignments) case studies</p>	6	<p>Singhania, Vinod K. and Monica Singhania. Students Guide to Income Tax. Taxmann Publications Pvt. Ltd., New Delhi.</p> <p>Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.</p>

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<p>income included in the income of another person</p> <ul style="list-style-type: none"> • Sec 10(32) - Exemption in respect of clubbing of income of a minor child <p>AGGREGATION OF INCOME AND SET OFF OR CARRY FORWARD OF LOSS</p> <p><i>Set off of losses:</i></p> <ul style="list-style-type: none"> • Sec 70 - Loss from one source against income from another source under the same head of income • Sec 71 - Loss from one head against income from another <p><i>Carry forward of losses:</i></p> <ul style="list-style-type: none"> • Sec 71B - Carry forward and set off of loss from house property • Sec 72 - Carry forward and set off of business losses <ul style="list-style-type: none"> ▪ Unabsorbed depreciation • Sec 73 - Losses in speculation business • Sec 74 - Losses under the head "capital gains" • Sec 74A - Loss from the activity of owning & maintaining race horses <p>DEDUCTIONS TO BE MADE IN COMPUTING TOTAL INCOME</p> <p>Sec 80C, 80D, 80DD, 80E, 80EE, 80EEA, 80EEB, 80GG, 80TTA, 80TTB, 80U</p> <p><u>Learning outcome:</u></p> <p>At the end of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Compute income from other sources for an individual. 2. Determine whether clubbing provisions are applicable & if so, use them to determine total income 3. Compute capital gains arising from transfer of capital asset 4. Determine whether there is any scope for setoff of losses or for carry forward of losses & if so, apply the provisions in calculating the total income 5. Determine whether the deductions (as specified) can be claimed & if so use them in determining total income 	
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V	<p>COMPUTATION OF TOTAL INCOME & TAX PAYABLE - AGRICULTURAL & NON-AGRICULTURAL INCOME - TDS Computation of tax liability of an individual having multiple income sources including but not restricted to agricultural income, casual income, clubbing of income, set-off of losses and carry forward of losses along with rounding off of total income, amount of tax payable and refund due</p> <p><i>Tax deduction at source (TDS):</i></p> <ul style="list-style-type: none"> • Sec 192 - TDS from salary • Sec 194B - TDS on winnings from lottery / crossword puzzle • Sec 194BB - TDS on winnings from horse races • Sec 194I - TDS on Rent • Sec 193 - TDS on interest on securities • Sec 194A - TDS on interest other than interest on securities • Sec 194J - TDS on fees for professional / technical services <p><u>Learning outcome:</u> At the end of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Compute tax payable or determine the amount of refund to be claimed by an individual. 2. Calculate the amount of TDS for specific transactions 	Lectures, power point presentations and numericals (class exercise as well as home assignments) case studies	5	Singhania, Vinod K. and Monica Singhania. Students Guide to Income Tax. Taxmann Publications Pvt. Ltd., New Delhi. Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.
VI	<p>Goods and Services Tax <i>Introduction</i></p> <ul style="list-style-type: none"> • Meaning, scope & significance of GST • Principles of subsumption & taxes subsumed (Central & State taxes subsumed) • GST model in India - CGST, SGST and IGST <p><i>Incidence of Taxation</i></p> <ul style="list-style-type: none"> • Meaning of supply - Sec 7 • Levy and collection of central and state GST • Input tax credit and its utilisation • Taxable person • Power to grant exemption from tax • Composition Scheme & composition dealer 	Lectures, power point presentations	7	Bangar and Bangar, Students' Guide to Indirect Taxes, AadhyaPrakashan

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<ul style="list-style-type: none"> • Reverse chargemechanism – Persons mandatorily required to pay tax under reverse charge <p><i>Operational aspects of GST</i></p> <ul style="list-style-type: none"> • Process of registration • Mandatory registration for notified persons • Exemption from Registration, Amendment and cancellation of registration • Tax invoice, • E way bill- Introduction and validity <p><u>Learning outcome:</u> Students will be able to understand basic concepts, registration process GST model, provisions relating to composition levy & compute GST liability</p>		
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Text Books:

Reference Books and Web References:

- Singhania, Vinod K. and Monica Singhania. Students Guide to Income Tax. Taxmann Publications Pvt. Ltd., New Delhi.
- Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.
- Lal, B.B. Income Tax Law and Practice. Konark Publications, New Delhi.
- T.N Manoharan, Students Guide to Income Tax.
- Singhania, Vinod K. and KapilSinghania. Tax Computation on CD. Taxmann Publications Pvt. Ltd., New Delhi.
- Datey V.S., Indirect Taxes Law And Practice, Taxmann
- Sanjeev Kumar, Systematic Approach to Indirect Taxes, Bharat
- Bangar and Bangar, Students' Guide to Indirect Taxes, AadhyaPrakashan
- Finance Act 2019 (No.2)
- www.incometaxindia.gov.in
- www.incometaxindiaefiling.gov.in
- www.manupatrafast.com
- <http://www.cbec.gov.in/htdocs-cbec/gst>
- <http://www.gstn.org/>
- www.icai.org

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Any other information :

Notes:

- The Syllabus is restricted to study of particular sections, specifically mentioned rules and notifications only.
- Study of all the sections / rules should be done only from the point of view of an individual assessee.
- All Modules / units include Computational problems / Case Study.
- The Law In force on 1st April immediately preceding the commencement of Academic year will be applicable for ensuing Examinations. i.e A.Y 2020-21

Overall Learning Outcome:

Knowledge- Students will be able to grasp knowledge about Income tax and basic concepts of GST

Skill Development - Students will be able to compute income under various heads and tax payable under Income tax Act for individual.

Attitude - Gain the perspective of an income tax practitioner.

Note: Latest edition of text book may be used.

Prepared by

Priyadharshini Nair
Dr. Prakash Bhatia
Hardik Phatak

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

Program: S.Y.BBA				Semester :III	
Course : Financial Statement Analysis				Code: 7402F003	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
Internal Component Assessment break up					
ICA 1 Mid Term- 20 Marks		ICA 2 Quiz, Class participation, Assignments,MCQ's - 10 Marks		ICA 3 Presentation & viva - 20 Marks	
Learning Objectives: To familiarize the students with different parameters for evaluating financial statements using different tools and techniques The focus of this course is to acquire students with the ability to use accounting data and other financial information in the management of an entity.					
Pedagogy 1) Pre reading 2) Lectures 3) power point presentations 4) case discussions 5) In-depth analysis of data from online resources					
Detailed Syllabus:					

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
I	Topics -Introduction & Application of Financial Statement Analysis - Vertical Statement - Profit & Loss A/c & Balance Sheet Learning outcome: To understand business analysis and its relation to financial statement analysis.	Pre-reading, Lecture, PPT	06	Prasanna Chandra. Financial Management. Tata McGraw, I. M. Pandey, Financial Management
II	Topics -Understanding Annual Reports, Users of Financial Statements Learning outcome: Students should be able to identify	Lecture, PPT	01	White, Sondhi& Fred. Analysis and Use of Financial Statement. John Wiley

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	the relevant analysis information beyond financial statements			
III	<p>Topics-Accounting Concepts and conventions such as Entity, Money Measurement, Historical, Matching, Accrual, Materiality Concept, DTA, DTL</p> <p>Learning outcome: To understand basic accounting concepts and conventions</p>	Lecture, PPT	02	White, Sondhi & Fred. Analysis and Use of Financial Statement. John Wiley
IV	<p>Topics -Horizontal Analysis - Comparative, Trend & Common Size</p> <p>Learning outcome: Students should be able to demonstrate the use of a framework for the analysis of financial statements, given a particular problem, question, or purpose</p>	Pre-reading, Lecture, PPT	7	I. M. Pandey, Financial Management
V	<p>Topics -Ratio Analysis (including Reverse Ratios) Basic & Diluted EPS, P/E, PEG, Du Pont Analysis (3 stage & 5 stage)</p> <p>Learning outcome: Students should understand problems with the quality of financial reporting, including revenue recognition, expense recognition, balance sheet issues, and interpret warning signs of these potential problems To Analyze and measure earnings quality and its determinants</p>	Pre-reading, Lecture, PPT	16	Khan and Jain. Prasanna Chandra, I. M. Pandey, Financial Management,
VI	<p>Topics -Fund Flow Statements</p> <p>Learning outcome: To understand the importance of accrual accounting and its strengths and limitations.</p>	Pre-reading, Lecture, PPT	08	Khan and Jain, Prasanna Chandra. Financial Management
VII	Topics - Cash Flow Statement	Pre-reading,	10	Prasanna Chandra.

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	(Indirect Method) Learning outcome: Students should illustrate how trends in cash flow from operations can be more reliable than trends in earnings.	Lecture, PPT		Financial Management. Tata McGraw, I. M. Pandey, Financial Management
VIII	Topics - Calculation of Operating Cycle Time (OCT) and factors affecting OCT Learning outcome: To understand the importance of OCT	Pre-reading, Lecture, PPT	4	Khan and Jain. Financial Management
IX	Topics -EVA & MVA (including Cost of Equity (CAPM), Cost of Debt, Cost of Preference, WACC- all in brief and basic formulas) Learning outcome: Identify the relevant analysis information beyond financial statements	Pre-reading, Lecture, PPT	6	I. M. Pandey, Khan and Jain, Financial Management

Text Books:

In addition to the books mentioned chapter wise as aforementioned, following are the additional text books.

Subramanyam, K. R. and John, J.W., "Financial Statement Analysis", Tata McGraw Hill

Reference Books:

www.capitaline.com

George Foster. Financial Statement Analysis

Bernstein & Wild. Financial Statement Analysis; theory, application & interpretation. McGraw Hill

Any other Information:

Overall Learning Outcome:

On successful completion of this course students will be able to:

- Identify and utilize value-relevant information contained within financial statements;
- Apply the major concepts and theories of fundamental analysis and key steps involved in conducting a fundamental analysis of a company.
- Develop an attitude to focus on financial statement users, their information needs, and how financial statement analysis addresses those needs

Note: Latest edition of text book may be used.

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Prepared by

- 1) Prof. Shilpa
- 2) Prof. Vishal
- 3) Prof. Prakash
- 4) Prof. Kushagra

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

Program: BBA				Semester :III	
Course : Indian Economy in Global Scenario				Code: 7402I005	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up					
ICA 1 Quizzes, Tests, Case Studies and Viva (40 marks)			ICA 2 Project Work (10 marks)	ICA 3	ICA 4
<p>Learning Objectives:</p> <ul style="list-style-type: none"> • Acquiring Conceptual Clarity of Various Functional Areas • Analysis and interpretation of the data which is used in Decision Making • Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts • Demonstrate Effectively Oral and Written Communication. • Demonstrate Ability to work in Groups and exhibit skills Managerial and Inter-Personnel Skills. • Creating Social Sensitivity Among Students • Giving an Insight into Global Environment and its Impact on Business 					
<p>Learning Outcomes:</p> <ul style="list-style-type: none"> • The course provides a comprehensive coverage of issues related to the Indian economy. • The students will learn the basic issues in economic development, institutional framework and policy regimes. • Understand growth and distributional issues: poverty, inequality and employment. • Understand the current perspective in Indian agriculture growth, productivity, constraints and pricing • Students will understand the role and challenges of industry and services sector. 					
<p>Pedagogy:</p> <ol style="list-style-type: none"> 1. Lectures with class discussions. 2. Subject will be taught in an interactive manner using case studies, newspaper articles, online documentaries and videos. 3. Class notes, discussions, debates, research and presentations 4. Discussion of articles on how Covid-19 is impacting the Indian economy and the global economy 					

Detailed Syllabus: (per session plan)				
Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
I	<p><u>Pre-Read:</u></p> <p>India ranks 129 on 2019 Human Development Index</p> <p>Norway No.1</p> <p>http://hdr.undp.org/en/content/2019-human-development-index-ranking</p> <p>https://www.livemint.com/news/india/271-million-lifted-out-of-poverty-from-2005-06-to-2015-16-11575896101988.html</p> <p><u>Issues in Economic Development:</u> Economic growth and Economic development, Human Development Index, India's ranking in HDI, why is India's ranking low. Policies to improve the ranking.</p> <p><u>Learning outcome:</u> Learn the difference between economic growth and economic development, HDI, policies to increase economic development.</p>	<p>Lectures and class discussions using newspaper articles and videos</p> <p><i>Video: different ideologies of Dr. JagdishBhagwati and Amartya Sen on Economic development and economic growth of India</i></p> <p>Article Discussion 1: <i>India's economic growth: Don't just tell me the size of the pie – tell me the measure of my slice.</i></p> <p>https://scroll.in/article/963088/why-india-must-look-beyond-gdp-dont-tell-me-the-size-of-the-pie-tell-me-the-measure-of-my-slice</p>	2	Indian Economy: Performance and Policies, Chapter no. 1,2 (Uma Kapila)
II	<p><u>Features of the Indian Economy at Independence:</u></p> <p>Composition of national income and occupational</p>	<ul style="list-style-type: none"> Lectures and class discussions 	2	Indian Economy: Performance and Policies, Chapter no. 3(Uma

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	<p>structure, the agrarian scene and industrial structure</p> <p>Learning outcome: Students will understand the condition of Indian economy at the time of independence.</p>			Kapila)
III	<p>Pre-Read:Patnaik, P. (2015). From the planning commission to the NITI Aayog. <i>Economic and Political Weekly</i>, 50(4), 10-12</p> <p>(https://www.epw.in/journal/2015/4/commentary/planning-commission-niti-aayog.html?0=ip_login_no_cache%3D4373a7a5552184e4bf98a5f821436e6c)</p> <p>Policy Regime</p> <ul style="list-style-type: none"> • The evolution of planning-three phases of planning-changing role of state over the years-from Planning Commission to NITI Aayog. • The Economic Crisis of 1990s • Economic reform and liberalization. • Current challenges and next round of reforms. <p>Learning outcome: Students will learn the significance of the planning</p>	<ul style="list-style-type: none"> • Lectures and class discussions using newspaper articles and case studies. <p>Class Discussion 1:The changing the role of planning w.r.t. NITI AAYOG</p> <p>Class Discussion 2: Reviving the Indian economy- revisiting Mr. Keynes https://www.orfonline.org/expert-speak/reviving-the-indian-economy-revisiting-mr-keynes-66275/</p>	8	Indian Economy: Performance and Policies, Chapter no. 4, 5(Uma Kapila)

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	process and the recent changes in the process of planning.			
<p>IV Growth, development and Structural Change: Pre read.: <i>China and India: Idiosyncratic paths to High growth</i> by Kaushik Basu Duration: 13-29 Learning outcome: The module analyzes the economic problems of India, especially problems related to slow growth, changing pattern of growth, stagnation, high poverty rates, interstate inequality, dualistic labor market and discusses strategies used by government for accelerating growth, reducing poverty and income inequality.</p>				
(a)	<p>Growth and Structural Changes since 1951</p> <ul style="list-style-type: none"> • Periodization of Indian Economic Growth Experience • 2003-08: Best Phase of Growth • Recent Growth Experience (2008 onwards) • Growth and Structural Change of Indian Economy • Inter-state Inequality over the years • International Comparison- Growth story of South Korea, China 	<ul style="list-style-type: none"> • Lectures and class discussions using newspaper articles and case studies <p><i>Video: Raghuram Rajan on Economy Amid COVID-19 Crisis</i> https://www.youtube.com/watch?v=wIOKkIs9h8</p> <p><i>Article review: India's dream run 2003-08 by R. Nagaraj, EPW may 2013</i></p> <p><i>Article discussion: Macroeconomic Overview The Growth Story by Manoj Panda</i></p>	8	Indian Economy: Performance and Policies, Chapter no. 8 (Uma Kapila)
(b)	<p>Poverty in India: Relative and Absolute Poverty, Poverty Line. Why poverty remains high in spite of years of high economic growth. Poverty Alleviation Programmes</p>	<ul style="list-style-type: none"> • Lectures and class discussions using newspaper articles and case studies <p><i>Article Discussion: Poverty and inequality in India: A re-examination by Angus Deaton and Jean Dreze</i></p>	2	Indian Economy: Performance and Policies, Chapter no. 9 (Uma Kapila)

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(c)	<p>Unemployment in India: Concept and Measurement, Pattern of employment growth in India, Dualistic Labour MARKET, Employment Elasticity, Labor market Reform, Case of MGNREGA.</p>	<ul style="list-style-type: none"> Lectures and class discussions using newspaper articles and case studies <p>Class discussion 1: <i>Critical evaluation of programmes like MNREGA</i></p> <p>Class discussion 2: <i>On Skill India campaign under the Narendra Modi govt. and the role of NSDA</i></p>	3	Indian Economy: Performance and Policies, Chapter no. 10 (Uma Kapila)
(d)	<p>Demographic Constraints: Interaction between population change and economic development, India's demographic transition, Demographic Dividend. Experience of Kerala and Tamil Nadu</p>	<ul style="list-style-type: none"> Lectures and class discussions using newspaper articles and case studies <p>Research paper: <i>India's demographic transition and its consequences for development, Tim Dyson.</i></p> <p>Case discussion on <i>Japan's changing demographics and impact on economic growth.</i></p>	3	Indian Economy: Performance and Policies, Chapter no. 6 (Uma Kapila)
<p>V Sectoral Trends and Issues Duration: 30-60 Learning outcome: Understand the contribution of different sectors to the Indian economy, challenges to growth of sectors and government policies for revival</p>				

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(a)	<p>Agriculture:</p> <ul style="list-style-type: none"> • Land reforms (briefly), • Green revolution; characteristics and phases(briefly) • Factors affecting agrarian growth potential • Policies to improve agrarian growth • Agricultural Price Policy and its impact • Food Management and PDS(Impact and Challenges) 	<ul style="list-style-type: none"> • Lectures and class discussions using newspaper articles and case studies <p><i>Article Discussion 1.: Agriculture development in India: Performance, Issues and policies By S. Mahendra Dev</i></p> <p><i>Article discussion 2: Food Inflation in India: Diagnosis and Remedies by Ashok Gulati and Shweta Saini</i></p>	6	Indian Economy: Performance and Policies, Chapter no. 12,13 (Uma Kapila)
(b)	<p>Industry:</p> <ul style="list-style-type: none"> • Pattern of industrial growth (briefly) • Why manufacturing growth has stagnated • Role and performance of MSME and challenges • China's Manufacturing Success Story 	<ul style="list-style-type: none"> • Lectures and class discussions using newspaper articles and case studies <p><i>Article discussion 1.: Industrial Development and Policies since independence: Growth without Employment by K.L Krishna</i></p> <p><i>Article discussion 2: Fully paved way for Energising the MSME Sector through entire gamut of 'Atmanirbhar Bharat Package'</i></p> <p>https://pib.gov.in/PressReleasePage.aspx?PRID=1628345</p>	8	Indian Economy: Performance and Policies, Chapter no. 15, 16, (Uma Kapila)

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(c)	<p>Services:</p> <ul style="list-style-type: none"> • Role of Service sector • Growth trends(briefly) • Factors underlying services growth, • India's Services Trade, and Future Challenges 	<ul style="list-style-type: none"> • Lectures and class discussions using newspaper articles and case studies <p><i>Class discussion: India's outsourcing industry in the changing global environment.</i></p>	5	Indian Economy: Performance and Policies, Chapter no. 18 (Uma Kapila)
(d)	<p>Foreign Trade and Balance of Payments:</p> <ul style="list-style-type: none"> • India's Exports and Imports Broad Trends(briefly) • Why exports have failed to pick up? • Overview of Trade Policy(briefly) • B.O.P Trends(briefly) • Capital Account of B.O.P. (FDI and FII) • Foreign Exchange Reserves • Exchange Rate Fluctuations. 	<ul style="list-style-type: none"> • Lectures and class discussions using newspaper articles and case studies <p><i>Class Discussion: Trade prospects for India in the New Protectionist World</i></p>	8	Indian Economy: Performance and Policies, Chapter no. 21,22 (Uma Kapila)
	Project Work and Class Presentations		5	

Text Books:

1. Uma Kapila, "Indian Economy, Performance and Policies", Academic Foundation, New Delhi.
2. Uma Kapila(ed), "Indian Economy since Independence", Academic Foundation, New Delhi.

Reference Books:

1. Ghosh, Jayati, Liberalization Debates. T. J. Byres (ed.). "The Indian Economy: Major Debates since Independence". OUP.
2. Nayyar, Deepak, Economic Liberalization in India: Analytics, Experience and Lessons.

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RC Dutt Memorial Lecture Series. Orient Longman.

3. Datt, Ruddar and Sundharam, K.P.M, "Indian Economy" S. Chand Publications.
4. Basu, Kaushik and Maertens, Annemie(ed), " The Concise Oxford Companion to Economics in India", Oxford.
5. Sarkar, Jayanta, "The Indian Economy: Policies, Practices and Heresies", Pearson Education.

Any other information :

Overall Learning Outcome:

(here the outcome should reflect Knowledge, Skill development and Attitude (KSA))

Note: Latest edition of text book may be used.

Prepared by

Mona Bhalla
Swarita De
Charu Bhurat

Signature
(Concerned Faculty/HOD)

Approved by



Signature
(Dean)

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Name of School - Anil Surendra Modi School of Commerce

Program: B.B.A.	Semester : III
Course : Operations Research	Code: 7402O001

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

Internal Component Assessment: Every class will have quizzes based on practice problems for 50 points.

ICA Continuous Class Tests and Assignments
50 Marks

Learning Objectives:

1. To familiarize the students with the concepts involved in operational Research for business through research and field work.
2. To stress the importance of the application of operational research methods to various types of business relationships.
3. The student should appreciate the importance of the O.R. methods by solving simple problems rather than engaging in complex and involved problems.

Learning Outcomes:

1. Understanding of the practical applications of the subject.
2. Development of analytical thought process to help develop modeling.

Pedagogy:

1. Classroom teaching to help students develop problem solving approach.
2. Pre-reading related for the topics in the form research papers, articles and case studies. The aim of the pre-reading is to give students orientation.
3. Practical assignment to guide students learn the applications of the subject.
4. Continuous assessment of learning of the students through assignments, projects, intra-class/ interclass competition.

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Detailed Syllabus: (per session plan)

Module	Module Content	Module Wise Pedagogy Used and Reference	Module Wise Duration	Session Plan
I	<p>Introduction to Operations Research</p> <ul style="list-style-type: none"> Quantitative Approach to decision making Historical development of OR Nature and characteristics of OR Methodology of OR Application of OR in management Advantage and Disadvantages of OR <p>Learning outcome: Detailed understanding of the origin, importance and applications of OR.</p>	<ul style="list-style-type: none"> pre-reading of articles videos <p>References</p> <ol style="list-style-type: none"> Quantitative Techniques in Management by N D Vohra (McGraw Hill) - Chapter 1 	2	<p>Session 1: Introduction to OR</p>
II	<p>Linear Programming Problem Formulation & Graphical Method</p> <ul style="list-style-type: none"> Concept of linear programming and its application. Formulation of simple, straight forward word linear programming problems. Explanation of objective function, decision variables, constraint equations, non-negativity constraints, maximization/minimization /mixed constraints, slack/surplus variables. Graphical solution to linear programming problems, (number of constraints to be 	<ul style="list-style-type: none"> solving problems and case studies <p>References</p> <ol style="list-style-type: none"> Quantitative Techniques in Management by N D Vohra (McGraw Hill) - Chapter 2 Operations Research by J K Sharma (Macmillan) - Chapter 2 and Chapter 3 	8	<p>Session 10 Linear Programming and Applications Simple Formulation and solution Iso profit lines Convex set</p> <p>Session 11 Min types problems</p> <p>Session 12 Unboundedness Degeneracy Multiple Solution Infeasible solution Point solution</p> <p>Session 13 Revision and Assessment - 3</p>

	<p>confined to maximum of four).</p> <ul style="list-style-type: none"> • Concept of convex sets. • Maximization/minimization / mixed type of constraints problems included. • Explanation of iso-profit and iso-cost lines. • Concept of redundant constraints • Solution at the extreme points of the convex region. Feasible region. • Special cases such as unbounded solutions, infinite/multiple solutions, infeasible solutions, point solution included. <p>Learning outcome: Understanding of how to formulate a Linear Programming Problem and solving it by graphical method.</p>			
<p>III</p>	<p>Linear Programming Problem: Simplex Method</p> <ul style="list-style-type: none"> • Formulation and solving of linear programming model for the given data. <p>Inclusions:</p> <ul style="list-style-type: none"> • Solution of Maximization type, i.e. all constraints of the type \leq only using simplex method • Solution of minimization i.e. all constraints of the type \geq using Big-M Method. • Solution of Mixed constraints problems using Big-M method • Total number of inequalities to be upto at most three (3) and total number of decision 	<ul style="list-style-type: none"> • solving problems and case studies <p>References</p> <ol style="list-style-type: none"> 1. Quantitative Techniques in Management by N D Vohra (McGraw Hill) - Chapter 3 2. Operations Research by J K Sharma (Macmillan) - Chapter 2 and Chapter 4 3. Operations Research by V K Kapoor (S Chand) - Chapter 4 	<p align="center">12</p>	<p>Session 14 Introduction to Simplex Standardization Max type Problem Economic Interpretation</p> <p>Session 15 Three -variable three constraint</p> <p>Session 16 Multiple Solution Degeneracy Unboundedness</p> <p>Session 17 Big M Method</p>

	<p>variables to be upto at most three (3).</p> <ul style="list-style-type: none"> Solutions to be completed <i>within four tables i.e. Initial table plus three iterations or two improvements in a given table</i> Identification of Degeneracy, two minimum ratios being equal, 'infinity' and 'negative' minimum ratios. Unbounded solutions Alternates solution Infeasibility Reading of simplex table like product mix, unutilized resource and profit contribution of the resource. Economic interpretation (in brief) <p>Excluded:</p> <ul style="list-style-type: none"> Two-phase method Duality Sensitivity analysis <p>Learning outcome: Understand problem solving through simplex method under different objective functions and constraints and its economic interpretation.</p>			<p>Session 18 Mixed Constraints</p> <p>Session 19 Revision and Assessment - 4</p>
IV	<p>Transportation Method Basic definitions/concepts to be introduced.</p> <ul style="list-style-type: none"> Initial basic feasible solution <ul style="list-style-type: none"> North West Corner Rule [NWCR] Row/Column Minima Methods, Least Cost Method [LCM] 	<ul style="list-style-type: none"> solving problems and case studies <p>References</p> <ol style="list-style-type: none"> Quantitative Techniques in Management by N D Vohra (McGraw Hill) - Chapter 5 Operations Research by J K 	16	<p>Session 2 Introduction to TP NWC Rule LCE Method VAM Verification</p> <p>Session 3 Optimality MODI Method</p>

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	<ul style="list-style-type: none"> ○ Vogel's Approximation Method [VAM] ● Determining the optimal solution: MODI method only. ● Simple formulation and solving of maximization/minimization type of models atmost upto 5x5 type of matrix (including dummy). ● Unbalanced, degeneracy, prohibited routes included. <p>Included: Verification of the solution using duality</p> <p>Excluded: Economic Interpretation, Sensitivity, Conversion of Linear Programming in Transportation and vice versa, transshipment, time minimization, production scheduling, inventory control, etc</p>	<p>Sharma (MacMillan) - Chapter 9</p> <p>3. Operations Research by V K Kapoor (S Chand) - Chapter 5</p>		<p>Session 4 Unbalanced Prohibited Routes Degeneracy</p> <p>Session 5 Degeneracy Multiple Solutions</p> <p>Session 6 Revision and Assessment -1</p>
	<p>Assignment Problems.</p> <ul style="list-style-type: none"> ● Introduction to Assignment Problem ● Hungarian method. Special cases like unbalanced, multiple, prohibited assignments. Maximization/minimization type of problems. Upto 5X5 type of matrix (including dummy). ● Concept of Degeneracy <p>Excluded: Traveling Salesman, crew assignments, conversion of</p>	<ul style="list-style-type: none"> ● solving problems and case studies <p>References</p> <ol style="list-style-type: none"> 1. Quantitative Techniques in Management by N D Vohra (McGraw Hill) -Chapter 6 2. Operations Research by J K Sharma (MacMillan) - Chapter 9 3. Operations Research by V K 		<p>Session 7 Assignment Problem</p> <p>Session 8 Maximization type</p> <p>Session 9 Revision and Assessment - 2</p>

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	<p>assignment in to LPP and vice versa.</p> <p><u>Learning outcome:</u> Understanding of the transportation model, its solution and applications in cost, time, distance, profit, sales, scores and ranks related problems.</p>	<p>Kapoor (S Chand) - Chapter 5</p>		
V	<p>Network Analysis</p> <ul style="list-style-type: none"> • Introduction. • Basic concept. • Construction of simplex network, dummy included (Max one in a network). • Critical Path Method(CPM) <ul style="list-style-type: none"> • Time Estimates in CPM: Earliest Start Time (ET) and Earliest Finish Time (EF), Latest Start Time (LS) Latest Finish Time (LF) • Float of an Activity: Total Float, Free Float and Independent Float. • Concept of Critical events, critical activities, critical path. • Project Evaluation and Review Technique (PERT) <ul style="list-style-type: none"> ○ Three Time Estimates: ○ Expected project duration, Expected Activity durations and Variance of activities ○ Estimate of Probability. 90%, 95%, 99% assurance period. 	<ul style="list-style-type: none"> • solving problems and case studies <p>References</p> <ol style="list-style-type: none"> 1. Quantitative Techniques in Management by N D Vohra (McGraw Hill) - Chapter 12 2. Operations Research by J K Sharma (Macmillan) - Chapter 13 3. Operations Research by V K Kapoor (S Chand) - Chapter 12 	12	<p>Session 25 Introduction to Network</p> <p>Session 26 CPM Floats Slacks</p> <p>Session 27 Crashing</p> <p>Session 28 PERT</p> <p>Session 29 Crashing and PERT</p> <p>Session 30 Revision and Assessment - 6</p>

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	<ul style="list-style-type: none"> ○ Reading of normal tables. Given various durations, find probability of completion. (Maximum number of activities to be restricted to up to 12 only.) ● Distinction between PERT and CPM. ● Time-Cost trade off Crashing Optimum cost and minimum time problems. (Maximum number of activities to be restricted to upto 8 only in crashing) <p>Excluded: Resource leveling, resource smoothing.</p> <p>Learning outcome: Understanding of representing the project in a form of network and solve time-cost trade off problems and time estimates. After this module students will have clear distinction between deterministic and probabilistic problem solving.</p>			
VI	<p>Simulation & Replacement Theory</p> <ul style="list-style-type: none"> ● Simulation: <ul style="list-style-type: none"> ○ Definition ○ Types of Simulation ○ Uses of Simulation ○ Limitations of Simulation ○ Phases of simulation models ○ Monte Carlo method of simulation using random numbers. 	<ul style="list-style-type: none"> ● solving problems and case studies <p>References</p> <ol style="list-style-type: none"> 1. Quantitative Techniques in Management by N D Vohra (McGraw Hill) - Chapter 11 and Chapter 17 2. Operations Research by J K Sharma 	10	<p>Session 20 Simulation Problems</p> <p>Session 21 Simulation Problems</p> <p>Session 22 Replacement Problems</p> <p>Session 23 Replacement Problems</p>

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<p>Simple, direct problems related to inventory control, queuing, capital budgeting.</p> <p>Excluded: Finance related problems like ROI, Variable cost.</p> <p><u>Learning outcome:</u> Using simulation in the situation with uncertainty.</p> <ul style="list-style-type: none"> • Replacement Theory: <ul style="list-style-type: none"> ○ Types of replacement situations ○ Criteria for replacement ○ Replacement at the end of its economic retentive period. ○ Retention of an old equipment versus replacement. ○ Replacement policy for equipment which deteriorate gradually when money value remains constant. <p>Excluded: Sudden failures of items, group replacement</p> <p><u>Learning outcome:</u> Simple cases of replacements.</p>	<p>(Macmillan) - Chapter 17 and Chapter 19</p> <p>3. Operations Research by V K Kapoor (S Chand) - Chapter 7 and Chapter 17</p>		<p>Session 24 Revision and Assessment - 5</p>
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Text Books:

- N D Vohra, (2010), *Quantitative Techniques In Management* (4th Edition)

Reference Books:

- J K Sharma, *Operations Research*, MacMillan Publications

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- Kapoor V K, *Operations Research*. S. Chand & Sons Publications
- Hillier, *Operations Research*, McGraw Hill publications
- Jhamb L C, *Quantitative Techniques*, Everest Publishing House.
- S D Sharma, (2003), *Operations Research* (8th Edition): Kedar Nath Ram Nath and Co.
- P K Gupta and Man Mohan, (2003), *Problems in Operations Research*, (10th Edition): Sultan Chand and Sons.

Overall Learning Outcome:

Overall, the students will gain knowledge about a new discipline, its applications and usefulness under different circumstances. The course aims at sharpening quantitative and analytical skills of the students. It also aims at developing and testing model formulation and solution skills in both certain and uncertain environments.

Note: Latest edition of text book may be used.



Prepared by Mrs. Richa Saxena
Signature

Approved by Dean ASM SOC
Signature

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Program: Bachelors of Business Administration (B.B.A.)				Semester : III	
Course : Retail Management				Code: 7402R005	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50 marks (SYBBA)	50 marks (SYBBA)
Internal Component Assessment (50 marks) break up for SYBBA					
ICA 1 (20m)		ICA 2 (20m)		ICA 3 (10m)	
Test		Retail project & presentation		Assignment	
Learning Objectives:					
<ul style="list-style-type: none"> • To provide a theoretical framework and practical insights into the process and practice of retail management. • To introduce the students to recent developments in retail sector. 					
Learning Outcomes:					
<ol style="list-style-type: none"> 1. Gain a conceptual understanding of the various retail concepts. 2. Build student appreciation of current trends-- like role of internet in retailing, newer ways to sell and communicate with customer, greater emphasis on environment and social responsibility of retail sector, use of technology and analytical methods in retailing. 					
Pedagogy: Lectures, PowerPoint presentations, Pre reading notes, Case discussions, Quiz, Store visit and field work					
Detailed Syllabus: (per session plan):					

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
I	<u>INTRODUCTION TO WORLD OF RETAILING</u> Topics 1. Definition (Retail and Retailer), Functions of retailer - role in supply chain, Economic and social significance of retailing (1 session) 2. Introduction - Global and Indian Scenario, Growth Statistics,	Lectures, PowerPoint presentations, Pre reading notes, Case discussions, Quiz	10	1. Retailing Management by Michael Levy, Barton Weitz and Ajay Pandit. 8th Edition Pages 5 to 10 2. Retailing Management by

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	<p>Unorganized and Organized, Government and Retail sector in India (2 sessions)</p> <p>3. Retail Formats - Retailers Characteristics, Food Retailers, General Merchandise Retailers, Service Retailing, Non-store retailing (2 sessions)</p> <p>4. Theories of Retailing - Environmental, Cyclical: Wheel of retailing (only two Theories). Retail Life cycle. Evolution towards Multichannel Retailing (3 sessions)</p> <p>5. Understanding Retail Shopping Behavior (2 sessions)</p> <p><u>Learning outcome:</u> Understanding retailing and retail market decisions, importance of retailing, types of retailers, importance of multichannel/omnichannel retailing in today's market scenario, understanding how consumers buy products, understand consumers choice of retailers, channels and merchandise</p>			<p>Michael Levy, Barton Weitz and Ajay Pandit. Pages 10 to 12 and Pages 26 to 30 Pages 69 to 70</p> <p>3. Retailing Management by Michael Levy, Barton Weitz and Ajay Pandit Pages 38 to 72</p> <p>4. Retailing Management by Michael Levy, Barton Weitz and Ajay Pandit Pages 77 to 101</p> <p>5. Retailing Management by Michael Levy, Barton Weitz and Ajay Pandit Pages 104 to 122</p>
<p align="center">II</p>	<p><u>RETAILING STRATEGY AND PLANNING</u></p> <p>Topics</p> <p>6. Retail Strategic Planning Elements of Retail Strategy, Sustainable competitive advantage, Growth strategies, Global growth, Strategic planning process (5 sessions)</p> <p>7. Retail Location Planning Types of location - Free standing, Centre of Business District, Shopping centers, Non-traditional Locations. Retail site location: Evaluating specific areas for</p>	<p>Lectures, PowerPoint presentations, Pre reading notes, Case discussions, Quiz, Store visit and field work</p>	<p align="center">20</p>	<p>6. Retailing Management by Michael Levy, Barton Weitz and Ajay Pandit Pages 145 to 180</p> <p>7. Retailing Management by Michael Levy, Barton Weitz and Ajay Pandit Pages 219 to 255 Page 264 to 266</p> <p>8. Retailing Management by</p>

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	<p>location, Estimating sales potential of a new store - Huffs gravity model - only Problems (5 sessions)</p> <p>8. IT in Retail (3 sessions) Strategic Advantage through efficient SCM, EDI, RFID, VMI,CPFR</p> <p>9. Retail Logistics (1 sessions) Strategic Advantage through supply chain, Logistics, Reverse Logistics</p> <p>10.Retail Finance: Objectives and goals, Performance Objectives and measures (1 sessions)</p> <p>11.HRM: Issues in retail HRM (1 sessions)</p> <p>12.Service and CRM: Customer Service approaches, CRM Process (in brief) (1 sessions)</p> <p>13.Retail Research (1 sessions)</p> <p>14.Franchising in Retail (2 sessions)</p> <p><u>Learning outcome:</u> Review the different strategic decisions made by the retailers- Understand the development of retail market strategy, importance of location planning ,growing influence of IT/AI on retail decisions, examine the different approaches wrt to retail in HRM, CRM, Market research</p>			<p>Michael Levy, Barton Weitz and Ajay Pandit Pages 313 to 345</p> <p>9.Retailing Management by Michael Levy, Barton Weitz and Ajay Pandit Pages 313 to 345</p> <p>10.Retailing Management by Michael Levy, Barton Weitz and Ajay Pandit Pages 184 to 187 Pages 209 to 215</p> <p>11.Retailing Management by Michael Levy, Barton Weitz and Ajay Pandit Pages 279 to 286 Page 305 to 309</p> <p>12.Retailing Management by Michael Levy, Barton Weitz and Ajay Pandit Pages 347 to 374 Pages 622 to 624</p> <p>13.Retail Management, Gibson G. Vedamani Pages: 227to 236</p> <p>14.Retail Management, Gibson G. Vedamani Pages: 155 to 166</p>
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<p>III</p>	<p><u>MERCHANDISE MANAGEMENT</u> Topics 15.Merchandise planning Buying Organization, Category Management, Merchandise Management process, Open to buy system (4 sessions) 16.Merchandise Buying Brand Alternatives, National brands and private labels (2 sessions) 17.Retail Pricing: Pricing Strategies, Setting retail price, Pricing Techniques (2 sessions) 18.Retail brand management & Communications (2 sessions) <u>Learning outcome:</u> Understand different tactical merchandise management decisions to implement retail strategy- overview of merchandise planning process, sales forecasting, assortment planning, merchandise buying, factors affecting pricing and branding decisions</p>	<p>Lectures, PowerPoint presentations, Pre reading notes, Case discussions, Quiz, Store visit and field work</p>	<p>10</p>	<p>15.Retailing Management by Michael Levy, Barton Weitz and Ajay Pandit Pages 380 to 412 16.Retailing Management by Michael Levy, Barton Weitz and Ajay Pandit Pages 431 to 451 17.Retailing Management by Michael Levy, Barton Weitz and Ajay Pandit Pages 468 to 470 Pages 476 to 478 Pages 484 to 498 18.Retailing Management by Michael Levy, Barton Weitz and Ajay Pandit Pages 502 to 526</p>
<p>IV</p>	<p><u>STORE MANAGEMENT</u> Topics: 19.Retail store operations (4 sessions) 20.Store layout, Design, and Visual Merchandising (4 sessions) 21.Mall Management Topics (2 sessions) <u>Learning outcome:</u> Focus on implementation issues associated with store management, managing store employees, controlling costs, merchandise presentation and providing</p>	<p>Lectures, PowerPoint presentations, Pre reading notes, Case discussions, Quiz, Store visit and field work</p>	<p>10</p>	<p>19.Retailing Management by Michael Levy, Barton Weitz and Ajay Pandit Pages 542 to 579 20.Retailing Management by Michael Levy, Barton Weitz and Ajay Pandit Pages 582 to 617 21.Retail Management, Gibson G. Vedamani</p>

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	customer service			Pages: 67 to 78
V	<p><u>NEW TRENDS IN RETAILING</u></p> <p>Topics</p> <p>22. E-commerce and Recent trends in Retail (2 sessions)</p> <p>23. Innovations in Retailing (2 sessions)</p> <p>24. International Retailing (2 sessions)</p> <p>25. Ethical aspects in retailing and green retailing (2 sessions)</p> <p>26. Use of social media and mobile marketing for customer communication and shopping experience enhancement (2 sessions)</p> <p><u>Learning outcome:</u></p> <p>Learn about the current trends in retailing</p>	Pre reading notes, Case discussions	10	Latest Literature/Research Articles/Research Papers/Reference Books/Text Books mention below

Text Books:

1. Retailing Management by Michael Levy, Barton Weitz and Ajay Pandit. 8th Edition
2. Retailing Management by Swapna Pradhan, 4th edition
3. Retail Management by Gibson G. Vedamani, 4th edition

Reference Books:

- Retailing management by Berman and Evans

Any other information :

Overall Learning Outcome:

The objective is to stimulate student interest in retailing course and career, making them conceptually ready to take up entry level management jobs in the retail industry

Note: Latest edition of text book may be used.

Prepared by

Dr. Anupamaa Chavan
Mr. Anindo Bhattacharjee

Signature
(Concerned Faculty/HOD)

Approved by



Signature
(Dean)

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Name of School – Anil Surendra Modi School of Commerce

Program: S.Y.BBA				Semester : IV	
Course : Advertising and Media				Code: 7402A003	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up					
ICA 1		ICA 2		ICA 3	
Class Test (Compulsory) 20		Project 20		Continuous assignments 10	
Learning Objectives:					
<ul style="list-style-type: none"> To familiarize the students with the Advertising/IMC concepts and give them a contemporary input about the way it works in the industry. <i>(PLO1a/1c/2a/2b)</i> To underline the theoretical background for conducting account analysis. <i>(PLO1a/2a/2b)</i> To familiarize the students with the world of media and provide them with inputs about strategies used with the various mediums available. <i>(PLO1a/1c/5a)</i> 					
Learning Outcomes:					
<ul style="list-style-type: none"> The student will be able to understand the different types and rationale behind the advertising type and medium chosen. The student will understand how the process of Objective Setting and Budgeting is done for IMC The student will be able to identify media alternatives for different marketing messages 					
Pedagogy: Case studies, Power point presentations, research assignments, projects, fieldwork, role-plays.					
Detailed Syllabus: (per session plan)					

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
I	Module I: Introduction to Advertising Management 1. What is Marketing, Marketing communication, Advertising, IMC (tools - advertising, Sales promotion, PR, publicity, Interactive media in brief). planning process)	Case studies, Power point presentations, practical assignments	12	Belch and Belch, K. Shah AND Kenneth E. Clow, Donald E. Baack

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	<p>-Advertising types</p> <p>-ATL, BTL, TTL</p> <p>IMC</p> <p>-Definition, process</p> <p>-growing importance of IMC</p> <p>-Audience touchpoints& Moment of truth</p> <p>2. Theories of Advertising</p> <ul style="list-style-type: none"> • Hierarchy of effects model • AIDA • DAGMAR • FCB grid • Cognitive dissonance • Innovation adoption • Information Processing Model of Advertising Effects (William McGuire, 1978) <p>3. Role of advertising in Marketing process</p> <ul style="list-style-type: none"> • Marketing strategy & Analysis • Target market selection, identification • Market segmentation • Market positioning • Market mix strategy 			
II	<p>Module II: Situation Analysis</p> <p>1. Perspective on Consumer Behavior w. r. t. Advertising</p> <ul style="list-style-type: none"> • Overview • Factors influencing buying behavior- Henry Assael 4 buying behaviour • Buying decision process & Psychological process <p>2. Understanding communication process for advertising</p>	<p>Case studies, Power point presentations, practical assignments</p>	6	<p>Belch and Belch, K. Shah AND Kenneth E. Clow, Donald E. Baack</p>
	<p>Module III: Objective Setting and Budgeting</p> <p>1. Developing Advertising Research and Strategy</p>	<p>Case studies, Power point presentations</p>	4	<p>Belch and Belch, K. Shah AND Kenneth E. Clow,</p>

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	<ul style="list-style-type: none"> • Fundamentals of an AD campaign • Research process <p>2. Establishing Objectives and Budgeting for the Promotional program</p> <ul style="list-style-type: none"> • Importance of objectives • Determining objectives • Establishing and allocating promotional budget 			Donald E. Baack
	<p>Module IV: Developing a program</p> <p>1. Creative Strategy : planning and Development</p> <ul style="list-style-type: none"> • Importance of creativity • Advertising creativity • Planning creative strategy • Creative process- J.young and Wallas • Creative strategy development <p>2. Creative strategy : Implementation and Evaluation</p> <ul style="list-style-type: none"> • Appeals • Creative tactics • Source factors • Message factors • Channel factors 	Case studies, Power point presentations	8	Belch and Belch, K. Shah AND Kenneth E. Clow, Donald E. Baack
	<p>Module V: Monitoring, Evaluation and Control</p> <p>1. Measuring the effectiveness of Advertising program</p> <ul style="list-style-type: none"> • Conducting research • Testing process <p>Regulation of Advertising and Promotion</p>		6	Belch and Belch, K. Shah
	<p>Module VI: Media planning and Strategy</p> <p>1. Developing media plan</p> <p>Criteria for selecting the media vehicles</p> <ul style="list-style-type: none"> • Reach • Frequency • GRPs • Cost efficiency • Cost per Thousand 	Case studies, Power point presentations, practical assignments	10	Belch and Belch, Jack Z. Scissors and Roger B. Baron

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	<ul style="list-style-type: none"> • Cost per rating • Waste • Circulation • Pass-along rate(print) <p>Media timing</p> <ul style="list-style-type: none"> • Flight • Pulsing • Scheduling <ol style="list-style-type: none"> 2. Market Analysis and Target market identification 3. Establishing Media objectives 4. Developing and implementing media strategies 5. Social Media 			
	<p>Module VII: Evaluation of various media</p> <p>Evaluating and Selecting Media Vehicles</p> <ul style="list-style-type: none"> • Television and Radio • Print media • Support media • Internet and Interactive media • Direct marketing • Sales promotion • PR 	<p>Case studies, Power point presentations, practical assignments</p>	<p align="center">3</p>	<p align="center">Belch and Belch, Jack Z. Scissors and Roger B. Baron</p>
	<p>Module VIII: Sources of media research</p> <ul style="list-style-type: none"> • Audit bureau of circulation • Press audits • National readership survey/IRS • Businessmen's readership survey • Television • Audience Measurement • TRP • National television study • ADMAR satellite cable network study • Reach and coverage study • CIB listener ship survey 	<p>Case studies, Power point presentations, practical assignments</p>	<p align="center">3</p>	<p align="center">Belch and Belch, Jack Z. Scissors and Roger B. Baron</p>

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	Module IX: Media buying and negotiation <ul style="list-style-type: none">• Considerations in Planning and Buying• Media Buying and Planning• Media Negotiations and Strategies	Case studies, Power point presentations, practical assignments	5	Belch and Belch, Jack Z. Scissors and Roger B. Baron
	Module X- New trends in Media for advertising Online advertising, Covert advertising, Surrogate advertising, Product placement- on various media. Guerrilla advertising, viral advertising	Case studies, Power point presentations, practical assignments	3	Kenneth E. Clow, Donald E. Baack

Text Books:

Reference Books:

1. Advertising and Promotion: An Integrated Marketing Communications Perspective, 9/e George E Belch and Michael A Belch, Keyoor Purani, McGraw Hill Education India.
2. Advertising and Integrated Marketing Communications. Kruti Shah, McGraw Hill Education India.
3. Advertising Management, 5/e, Rajeev Batra, John Myers, David Aaker, Pearson.
4. Essentials of media planning, Barban, Cristol, & Kopec, (USA NTC Business Book, 1993)
5. Media Selling, Television, Print, Internet Radio, WARNER CHARLES, 4/e, A JohnWiley & Sons, Ltd., Publications, US, 2009.
6. Advertising Media Planning by Jack Z. Scissors and Roger B. Baron
7. Media Planning 3/e, SURMANEK (JIM), (USA NTC Business Book, 1997)
8. Integrated Advertising, Promotion and Marketing Communications 6th Edition (English, Paperback, Kenneth E. Clow, Donald E. Baack)

Any other information :

Note: Latest edition of text book may be used.

Prepared by
Prof Dipali Ganorkar
Dr. Rimi Moitra
Dr. Christine D'Lima

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

Program: S.Y.BBA	Semester : IV
Course : Business Law	Code: 7402B002

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

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

ICA 1 (Compulsory) Class TEST (20 Marks)	ICA 2 MCQ - 1 (15 Marks)	ICA 3 MCQ - 2 (15 Marks)

Learning Objectives:

- **Ability to analyze various functional issues affecting the organization** and thereby to familiarize the students with the understanding and provisions of Business, corporate and Industry related Laws. Case studies and problems involving issues in business and industrial laws are required to be discussed.
- To introduce the students to legal system and applicable regulations related to business and thereby **to create awareness about applicable provisions and legal compliance.**
- **And, finally, to develop Ethical Practices and Imbibe Values for Better Corporate Governance.**

Learning Outcomes:

Students will understand the basic provisions of Company and Industrial Law and therein after the completion of the course, Students will be able to -

- **Understand the legal system prevailing into practise.**
- **Develop an understanding of the basic law related to business.**
- **Develop an understanding about legal formality related to business.**

Pedagogy: Presentation Slides (Power Point Presentations), Case Studies, Case Comments, Newspaper Articles, Class Notes & Class Discussions.

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Detailed Syllabus: (per session plan)

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
I	<p>THE INDIAN CONTRACT ACT, 1872</p> <p>❖ CONTRACT -</p> <ul style="list-style-type: none"> ➤ Meaning ➤ Essential Ingredient ➤ Types of Contracts <p>❖ OFFER & ACCEPTANCE -</p> <p>Case Laws:</p> <ul style="list-style-type: none"> ➤ Balfour v. Balfour ➤ Lalman Shukla v. Gauri Dutt ➤ Carlil v. Carbolic Smoke Ball Co. <p>❖ CONSIDERATION</p> <p>❖ CONTRACTUAL CAPACITY</p> <ul style="list-style-type: none"> ➤ Minor ➤ Unsound Person ➤ Persons Disqualified from Contracting <p>❖ FREE CONSENT - VOIDABLE AGREEMENTS</p> <p>Consent when not free:</p> <ul style="list-style-type: none"> ➤ Coercion ➤ Undue Influence ➤ Fraud ➤ Misrepresentation 	<p>Legal Provisions and Case Study</p>	15	<p>K.R. Bulchandani on 'Business Law for Management'; Himalaya Publishing House.</p>

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	<p>➤ Mistake - Mistake of Fact & Mistake of Law</p> <ul style="list-style-type: none"> ❖ VOID AGREEMENTS ❖ QUASI - CONTRACTS ❖ DISCHARGE OF CONTRACTS ❖ REMEDIES FOR THE BREACH OF CONTRACT <p><u>Learning outcome:</u></p> <p>Learning outcome: The students will be able to analyze and evaluate the nature and the meaning of contracts, the regulation of the form of contracts and evaluate the impacts of the legislation upon contract laws in India.</p>			
II	<p>THE SALE OF GOODS ACT, 1930</p> <ul style="list-style-type: none"> ❖ MEANING & DIFFERENCE OF: <ul style="list-style-type: none"> ✓ Contract of Sale ✓ Agreement to Sell ❖ IMPLIED CONDITIONS & WARRANTIES ❖ UNPAID SELLER AND HIS RIGHTS <p><u>Learning outcome:</u></p> <p>The students will be able to understand the meaning of sale, warranties and conditions, property transfer including the rights of an Unpaid Seller and</p>	<p align="center">Legal Provisions and Case Study</p>	<p align="center">4</p>	<p align="center">K.R. Bulchandani on 'Business Law for Management'; Himalaya Publishing House.</p>

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	understand the legal provisions and principles relating to the contract of Sale of Goods.			
III	<p>THE PARTNERSHIP ACT, 1932</p> <ul style="list-style-type: none"> ❖ FORMATION OF PARTNERSHIP, ❖ CHARACTERISTICS OF PARTNERSHIP, ❖ TEST FOR DETERMINING PARTNERSHIP, ❖ TYPES OF PARTNERSHIP. ❖ REGISTRATION OF A PARTNERSHIP FIRM ❖ DISSOLUTION OF PARTNERSHIP <p><u>Learning outcome:</u></p> <p>Learning outcome: The students will be able to understand the legal relation between persons who have agreed to share profits of business based on the concept of mutual agency, construction of partnership agreements and determine the legal existence of partnership firm.</p>	Legal Provisions and Case Study	5	K.R. Bulchandani on 'Business Law for Management'; Himalaya Publishing House.
IV	<p>THE LIMITED LIABILITY PARTNERSHIP (LLP) ACT, 2008</p> <ul style="list-style-type: none"> ❖ CONCEPT, STRUCTURE OF LLP, BENEFITS OF LLP, ❖ QUALIFICATIONS FOR BECOMING A PARTNER 	Legal Provisions and Case Study	5	K.R. Bulchandani on 'Business Law for Management'; Himalaya Publishing House.

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	<p>❖ REQUIREMENTS IN RESPECT OF "DESIGNATED PARTNERS</p> <p>❖ INCORPORATION DOCUMENT</p> <p>❖ REQUIREMENTS FOR INCORPORATION</p> <p>❖ DISSOLUTION/ CLOSURE OF LLP</p> <p><u>Learning outcome:</u></p> <p>The students will be able to understand the importance of LLP as an important corporate business vehicle that enables the professional expertise and entrepreneur initiative to combine and operate in flexible, innovative and efficient manner, as a hybrid of companies and partnership, providing benefits of limited liability.</p>			
V	<p>THE COMPANIES ACT, 2013</p> <p>❖ DEFINITION OF A COMPANY,</p> <p>❖ CHARACTERISTICS OF A COMPANY</p> <p>❖ TYPES OF COMPANY-</p> <ul style="list-style-type: none"> ➤ Public Companies, ➤ Private Companies ➤ Section 8 companies ➤ Government Companies ➤ Holding Company ➤ Subsidiary Company ➤ One person company 	<p align="center">Legal Provisions and Case Study</p>	<p align="center">22</p>	<p align="center">A.K. Majumdar, 'Company Law'; Taxman's</p>

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	<ul style="list-style-type: none">➤ Small Companies➤ Foreign Companies➤ Limited Company➤ Guarantee Company➤ Unlimited Company➤ Associate Company <p>❖ LIFTING OF CORPORATE VEIL</p> <p><u>Case Law:</u></p> <ul style="list-style-type: none">✓ Gilford Motor Co. Ltd. Vs. Horne <p>❖ MOA & AOA - features and Difference</p> <ul style="list-style-type: none">➤ Doctrine of Ultra Vires➤ Doctrine of Constructive Notice➤ Doctrine of Indoor Management <p><u>Case Law:</u></p> <ul style="list-style-type: none">✓ Ashbury Railway Company Vs Riche✓ Kotla Venkataswamy v. Chinta Ramamurthy✓ Royal British Bank Vs. Turquand <p>❖ PROMOTION -</p> <ul style="list-style-type: none">➤ Promoter - Duties, Liabilities & Remuneration			
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	<p>Case Law:</p> <ul style="list-style-type: none">✓ Emile Erlanger v. New Sombbrero Phosphate Co➤ Legal Status of Pre Incorporation Contract and Post Incorporation Contract by a Promoter <p>❖ PROSPECTUS</p> <ul style="list-style-type: none">➤ Types of Prospectus:<ul style="list-style-type: none">✓ Abridged Prospects✓ Red-herring Prospectus✓ Shelf Prospects✓ Deemed Prospectus➤ Misstatement of Prospectus <p>Case Law:</p> <ul style="list-style-type: none">✓ SEBI Vs. Sahara✓ Derry Vs. Peek <p>❖ SHARE CAPITAL -</p> <ul style="list-style-type: none">➤ Issue and allotment of shares,➤ Buy Back of Shares,➤ Rights Issue,➤ Bonus Share, <p>❖ PROVISIONS RELATING TO:</p> <ul style="list-style-type: none">➤ Payment of Dividend,➤ Investor's Education and Protection Fund			
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	<p>❖ DIRECTORS</p> <ul style="list-style-type: none"> ➤ Classifications of Directors, ➤ Appointment, ➤ Qualification and Disqualifications, ➤ Legal Position and Powers, ➤ Managing Director, <p>❖ MEETINGS -</p> <ul style="list-style-type: none"> ➤ Board of Directors Meeting ➤ Annual General Meeting ➤ Extraordinary General Meeting: <p>Notice, Agenda, Chairman, Quorum, Proxy, Resolutions and Minutes.</p> <p><u>Learning Outcome:</u></p> <p>Understanding the principles governing Company laws in India, the concept of corporate governance, role of directors, promoters, auditors and Registration of companies.</p>			
VI	<p align="center"><u>THE CONSUMER PROTECTION ACT, 1986</u></p> <ul style="list-style-type: none"> ❖ WHO IS A CONSUMER? - Definition ❖ UNFAIR TRADE PRACTICE - Definition ❖ GRIEVANCE REDRESSAL MECHANISM 	<p align="center">Legal Provisions and Case Study</p>	<p align="center">3</p>	<p align="center">Dr. H.K. Saharay, 'Textbook on Consumer Protection Law'; Universal</p>

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	<p><u>Learning outcome:</u></p> <p>The students will be able to understand the rights and interest of the Consumers, consumer responsibility, unfair and deceptive trade practices and the importance and mechanism of consumer redressal.</p>			
VII	<p align="center">THE PAYMENT OF GRATUITY ACT, 1972</p> <ul style="list-style-type: none"> ❖ Objective of the Act ❖ Payment of Gratuity ❖ Eligibility of Gratuity & Forfeiture ❖ Nomination <p><u>Learning outcome:</u></p> <p>The students will be able to understand the legal provisions governing payment of Gratuity, eligibility and payment.</p>	<p>Legal Provisions and Case Study</p>	<p>3</p>	<p>P.N. Singh & Neeraj Kumar, 'Employee Relations Management'; Pearson</p>
VIII	<p align="center">THE EMPLOYEES PROVIDENT FUND & MISCELLANEOUS PROVISIONS ACT, 1952</p> <ul style="list-style-type: none"> ❖ Objective and Applicability of the Act ❖ Employees' Provident Fund Scheme: <ul style="list-style-type: none"> ➤ Membership & Contribution ➤ Withdrawals ➤ Nomination ➤ Transfer ➤ Exemption 	<p>Legal Provisions and Case Study</p>	<p>3</p>	<p>P.N. Singh & Neeraj Kumar, 'Employee Relations Management'; Pearson</p>

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	<p>➤ Obligations of Employers & Obligations of Employees</p> <p>❖ The Employees' Pension Scheme:</p> <p>➤ Eligibility</p> <p>➤ Benefits</p> <p>➤ Obligations of Employers & Obligations of Employees</p> <p>❖ The Employees' Deposit - Linked Insurance Scheme</p> <p>Learning Outcome:</p> <p>The students will be able to analyze and understand the role and responsibilities of the employer and the employee, rights of employees on their retirement and his dependent in case of death during employment.</p>			
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Text Books:

- ❖ K.R. Bulchandani on 'Business Law for Management'; Himalaya Publishing House.
- ❖ Avtar Singh on the 'Contract Act & Specific Relief'; Eastern Book Agency
- ❖ P.N. Singh & Neeraj Kumar, 'Employee Relations Management'; Pearson.
- ❖ Versha Vahini, 'Indian Competition Law'; Lexis Nexis
- ❖ Dr. H.K. Saharay, 'Textbook on Consumer Protection Law'; Universal.
- ❖ A.K. Majumdar, 'Company Law'; Taxman's

Reference Books:

- ❖ K.R. Bulchandani on 'Business Law for Management'; Himalaya Publishing House.
- ❖ Avtar Singh on the 'Contract Act & Specific Relief'; Eastern Book Agency
- ❖ P.N. Singh & Neeraj Kumar, 'Employee Relations Management'; Pearson.
- ❖ Versha Vahini, 'Indian Competition Law'; Lexis Nexis

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- ❖ A.K. Majumdar, 'Company Law'; Taxman's
- ❖ Dr. H.K. Saharay, 'Textbook on Consumer Protection Law'; Universal.

Any other information :Overall Learning Outcome:

- ❖ Student will able to demonstrate the relationship between law and economic activity by developing in the student an awareness of legal principles involved in economic relationships and business transactions.
- ❖ Student will able to develop in the student an understanding of the free enterprise system and the legal safeguards of the same.
- ❖ Student will able to demonstrate clearly and forcibly the generally accepted, but not always documented, proposition that law is an expression of the public will; that a law is valid in the real sense only when it is an expression of the public will.
- ❖ Student will able to enrich and make more meaningful the study of the other social sciences.

Prepared by:

Prof. Vivek Saurav

Signature

(Faculty)

Approved by



Signature

(Dean)

SVKM's Narsee Monjee Institute of Management Studies

Name of School – Anil Surendra Modi School of Commerce

Program: S.Y.BBA				Semester : IV	
Course : Financial Management				Code: 7402F002	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
Internal Component Assessment (50 marks for UG / 50 Marks for PG) break up					
ICA 1 Project & Viva (10 marks)			ICA 2 Class Test (40 marks)		
Learning Objectives: To understand basic concepts related to financing and investment decisions. To enhance the critical thinking in forming various financial decision. To analyze and interpret the financial data which is used in decision making					
Learning Outcomes: Students should be able to show analytical skills in short term and long term decision making.					
Pedagogy Teaching mainly through M S Excel, Handouts-Practical Questions, PPT, Theory & notes					
Detailed Syllabus: (per session plan)					

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
1.	Module 1: - Introduction to FM, scope & goals Learning Outcomes: Students will be able to understand both the theoretical and practical role of financial management in business corporations.	M S Excel Handouts- Practical Questions, PPT, Theory & notes	1-4	<ul style="list-style-type: none"> • Financial management by Prasanna Chandra (Chp 3; Pg. no.6-8) • Financial Management by I M Pandey(Chp 1; Pg. no.2-10)

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2	<p>Module 2: -</p> <p>Time value of money:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concept <input type="checkbox"/> Compound Interest <input type="checkbox"/> Discounting & Compounding <input type="checkbox"/> Annuity, Sinking fund <input type="checkbox"/> Practical application of the concept of time value of money <p>Learning Outcomes: Students will get to know how to determine Time Value of Money by calculating present and future values can help them distinguish between the worth of investments that offer returns at different times.</p>	M S Excel, Handouts- Practical Questions, PPT, Theory & notes	5-10	<ul style="list-style-type: none"> • Financial management by Prasanna Chandra (Chapter 6; Pg no.139-170) • Financial Management by Khan and Jain- (chapter 2; Pg. no. 2.1-2.36) • Financial Management by I M Pandey (Chp 2; Pg no 17-33)
3	<p>Module 3: -</p> <p>Capital budgeting:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Introduction <input type="checkbox"/> Techniques (Payback, discounted payback, Payback reciprocal, Accounting rate of return, NPV, IRR, Profitability Index) <input type="checkbox"/> Capital rationing <input type="checkbox"/> MIRR <p>Learning Outcomes: Students will be able to analyze the alternative Investment options available to the individual corporation both in terms of their performance and capital requirements and they will be able to understand the importance of risk within the context of financial decision making.</p>	M S Excel, Handouts- Practical Questions, PPT, Theory & notes	11-25	<ul style="list-style-type: none"> • Financial management by Prasanna Chandra (Chapter No.11&12; Pg. no. 281-326) • Financial Management by Khan and Jain- (chapter 9&10; Pg. no. 9.3-9.77 & 10.1-10.50) • Financial Management by I M Pandey (Chp 8; Pg. no.156-176) • ICAI, IPCC, Cost Accounting &

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				Financial management (SM & PM; Chapter 6)
	<p>Lease Financing</p> <p>Introduction Types: Operating and finance lease Lessee view: Loan or Lease Decision Evaluation Lessor view: financial viability of lease</p> <p>Learning Outcomes: Students will understand the dynamics of Leasing and the economic benefits derived from leasing.</p>	M S Excel, Handouts- Practical Questions, PPT, Theory & notes	26-30	<ul style="list-style-type: none"> • ICAI Study Material
4	<p>Module 4: -</p> <p>Capital structure:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Cost & benefit of Debt <input type="checkbox"/> Factors affecting capital structure <input type="checkbox"/> Pecking order theory <input type="checkbox"/> EBIT EPS Analysis <input type="checkbox"/> ISCR and DSCR <input type="checkbox"/> Trading on equity <p>Static Trade off theory Point of Indifference Financial Break-even point</p> <p>Learning Outcomes: Students will learn the different combination of debt and equity with which the firm plans to finance its investments and they will be able to apply this knowledge to analyze different capital structures.</p>	M S Excel, Handouts- Practical Questions, PPT, Theory & notes	31-39	<ul style="list-style-type: none"> • Financial management by Prasanna Chandra (Chapter 6; Pg. no. Chp20; Pg. no.494-520) • Financial Management by Khan and Jain- (chapter 19; Pg. no 19.1-19.47) • Financial Management by I M Pandey (Chp 15; Pg no.342-374)
5	<p>Module 5: -</p> <p>Cost of capital:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concept, Factors effecting cost of capital <input type="checkbox"/> Cost of equity: <ol style="list-style-type: none"> Dividend method CAPM: Rf calculation, Rm calculation, Beta calculation via 	M S Excel, Handouts- Practical Questions, PPT, Theory & notes	40-50	<ul style="list-style-type: none"> • Financial management by Prasanna Chandra (Chapter 14; Pg no.362-389) • Financial Management by

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	<p>Cov/Var and levered/unlevered (Pure play method)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Cost of retained earnings (same as K_e) <input type="checkbox"/> Cost of debt <ul style="list-style-type: none"> a. Through YTM (Using IRR concept) b. Through Default spread e. Through redeemable & Irredeemable formulas <input type="checkbox"/> Cost of preference shares <input type="checkbox"/> WACC <input type="checkbox"/> MCOC <p>Learning Outcomes: Students will be able to explore the various concepts of cost for different Sources of Capital and they will be able to illustrate these concepts in different situations.</p>			<p>Khan and Jain- (chapter 11; Pg no. 11.1-11.52)</p> <p>Financial Management by I M Pandey (Chp 9; Pg no 187-204)</p>
6	<p>Module 6: - Leverages: Concepts</p> <ul style="list-style-type: none"> <input type="checkbox"/> Types: Operating, financial and combined leverage <input type="checkbox"/> Analysis and interpretation <p>Learning Outcomes: Students will be able to evaluate how business risk and financial risk concepts can be used to analyze capital structure decisions with respect to risks associated with a firm.</p>	<p>M S Excel, Handouts- Practical Questions, PPT, Theory & notes</p>	51-56	<ul style="list-style-type: none"> • Financial Management by Khan and Jain- (chapter 18; Pg no. 18.3-18.5) <p>Financial Management by I M Pandey (Chp 14; Pg no 316-329)</p>
7	<p>Module 7: - Introduction to Corporate Governance Long term sources of financing:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Equity <input type="checkbox"/> Debt <input type="checkbox"/> Preference shares <input type="checkbox"/> Others such as ECB, FCCB, Tri-party repo, SPN, ADR, GDR <p>Learning Outcomes: Introduction to Corporate Governance:</p>	<p>Theory & notes</p>	57-60	<ul style="list-style-type: none"> • Financial management by Prasanna Chandra (Chapter 35; Pg no.928-950) • Financial Management by Khan and Jain- (chapter 29; Pg no. 29.1-29.23)

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	<p>Students will be able to understand the importance of corporate governance & its dynamics for the protection of shareholder's wealth and proper financial management.</p> <p>Learning Outcome: Long term sources of financing: Students will be able to understand alternative sources of finance and investment opportunities and their suitability in particular circumstances.</p>			<p>Financial Management by I M Pandey (Chp 35; Pg no 849)</p>
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In addition to the Module-wise reference books as aforementioned, following are the additional references.

Text Books:

Reference Books:

- Khan and Jain. Financial Management
- Prasanna Chandra. Financial Management. July 2012, 9th Edition
- I M Pandey. Financial Management. 10th edition. Vikas Publication House.
- Ross. Corporate Finance. 2011, 9th Edition
- Journals, Newsletters and Study Material issued by ICAI (Institute of Chartered Accountants of India)

Note: Latest edition of text book/Reference book may be used.

Any other information:

Overall Learning Outcome: Students will be able to develop critical thinking and problem solving competencies, at both the individual and group levels, of managing the finances, capital budgeting, capital structure, and issues in financial policies, and to apply financial theories to analyze real life situations in an uncertain environment.

Prepared by

Mr. Ritesh Mehta

Ms. Shilpa Alshi

Mr. Vishal Zawar

Ms. Pratibha Periwal

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

Program: S.Y.BBA				Semester : IV	
Course : Management Accounting				Code: 7402M001	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
ICA 1 Exam (Online/Off line) 50 marks (5 exams of 10 marks each)		ICA 2		ICA 3	ICA 4
<p>Learning Objectives: To provide knowledge about use of costing data for planning, control and decision making. To provide conceptual clarity of various functions of Management Accounting</p> <p>Learning Outcomes: Students should acquire basic knowledge required for application of tools for decision making. Students should be able to make budgets, calculate variances, do cost allocation and find transfer price</p> <p>Pedagogy : Case lets, PPTs, Practical Exercises</p> <p>Detailed Syllabus: (per session plan)</p>					

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
I	<p>Topics: Nature and Scope, Difference between cost accounting and management accounting, cost control, cost reduction, cost management, revision of basic concepts of cost accounting.</p> <p>Learning outcome: Students will be able to understand basics of management accounting and how it differs with cost accounting</p>	PPTs	4	Maheshwari, S.N., and S.N. Mittal. Cost Accounting. Theory and Problems, Shri Mahabir Book Depot, New Delhi.
II	<p>Topics: Budgeting: Concept of budget, merits, and limitations, Sales Budget, Production Budget, Consumption Budget, Purchase budget, labour budget, etc., Fixed and flexible budgets, Cash Budget, Basic concept of master budget</p> <p>Learning outcome: Students will be able to prepare various budgets</p>	PPTs Practical Exercise	13	Maheshwari, S.N., and S.N. Mittal. Cost Accounting. Theory and Problems, Shri Mahabir Book Depot, New Delhi.

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III	<p>Topics: Standard costing and variance analysis: Meaning of standard cost and standard costing: advantages, limitations and applications, Variance analysis - material, labour, overhead - fixed, variable, sales variance, sales margin variance</p> <p><u>Learning outcome:</u> Students will be able to understand concept of standard costing and how to calculate and analyze variances</p>	<p>PPTs Practical Exercise</p>	13	<p>Maheshwari, S.N., and S.N. Mittal. Cost Accounting. Theory and Problems, Shri Mahabir Book Depot, New Delhi.</p>
IV	<p>Topics: a) Absorption versus Marginal costing b) CVP Analysis: Break-even analysis, contribution / sales ratio, margin of safety, shut down point, indifference point</p> <p><u>Learning outcome:</u> Students will learn uses of absorption costing and marginal costing under various situations and Cost volume profit analysis.</p>	<p>Practical Exercise and Case lets</p>	5+8 =13	<p>Maheshwari, S.N., and S.N. Mittal. Cost Accounting. Theory and Problems, Shri Mahabir Book Depot, New Delhi.</p>
V	<p>Topics: Basics of Decision making with specific reference to limiting factor (1 or 2), basic concepts of relevant costing and multiple break-even point</p> <p><u>Learning outcome:</u> Students will learn uses marginal costing under various situations for decision making process.</p>	<p>Practical Exercise and Case lets</p>	7	<p>Maheshwari, S.N., and S.N. Mittal. Cost Accounting. Theory and Problems, Shri Mahabir Book Depot, New Delhi</p>
VI	<p>Topics: Introduction to Activity based costing, cost driver, cost object</p> <p><u>Learning outcome:</u> Students will be able to understand concept of Activity based costing and its calculations.</p>	<p>Practical Exercise and Case lets</p>	6	<p>Maheshwari, S.N., and S.N. Mittal. Cost Accounting. Theory and Problems, Shri Mahabir Book Depot, New Delhi.</p>
VII	<p>Topics: Basics of Transfer Pricing and pricing decisions with specific reference to opportunity cost method and relevant cost method</p>	<p>Practical Exercise and Case lets</p>	4	<p>Maheshwari, S.N., and S.N. Mittal. Cost Accounting. Theory and Problems, Shri</p>

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	<u>Learning outcome:</u> Students will understand basics of transfer pricing concepts for intra company transfers under various methods.			Mahabir Book Depot, New Delhi.
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Text Books:

• Maheshwari, S.N., and S.N. Mittal. Cost Accounting. Theory and Problems, Shri Mahabir Book Depot, New Delhi.

Reference Books:

- Arora, M.N. Cost Accounting – Principles and Practice. Vikas Publishing House, New Delhi.
- Shukla, M.C., T.S. Grewal and M.P. Gupta. Cost Accounting, Text and Problems. S. Chand & Co. Ltd., New Delhi.
- Khan, M.Y., and P.K. Jain. Management Accounting. Tata McGraw Hill
- ICAI Module, practice manual, RTPs (Available at WWW.ICAI.ORG)

Any other information :**Overall Learning Outcome:**

Knowledge: Students will be able to grasp knowledge about Management accounting.

Skill development: Students will be able to get understanding about various problems and their solutions under management accounting for businesses. Preparation of budgets will help them to get knowledge about forecasting and planning. Marginal costing will help them under decision making process. Absorption of cost under various methods will help them to decide pricing policy and cost control methods under business.

Attitude: Gain the perspective of a management Accountant.

Note: Latest edition of text book may be used.

Prepared by

Hardik Pathak

Dr. Prakash Bhatia

Dr. Kushagra Goel

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

Program : SYBBA				Semester : IV	
Course : Organizational Behaviour and Human Resource Management				Code: 7402O003	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
Internal Component Assessment (50 Marks) break up					
ICA 1		ICA 2		ICA 3	ICA 4
Class Test (Compulsory)		Group Project / Presentation		Assignment	Class Participation
20		10		10	10
Learning Objectives:					
<ul style="list-style-type: none"> • To gain an insight of one's own as that of others personality (PLO-3b) • To acquaint the students with basic understanding of Human Behaviour in the organization and issues related to the various facets of one's personality with respect to their job profiles. (PLO-1b & 3b) • 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 (PLO-1a, 1b & 1c) • To learn the HR dynamics of contemporary organizations in a changing environment. (PLO-1a, 1b & 1c). 					
Learning Outcomes:					
<ul style="list-style-type: none"> • Learners will be equipped with skills to analyze their personality which would impact their personal and professional lives • Giving insights to learners on how people are important dimensions of an organization which would lead to organizational effectiveness • The learner will understand the strategic role of HRM in an organization. • Students will understand the HR dynamics of contemporary organizations in an ever changing environment. 					
Pedagogy : Concept Delivery, Videos, Ted Talks, Interviews of Famous Personalities, Movies, Online Courses, Questionnaires, Psychometric Tests, Case Studies, Guest Lectures, Research Papers and Workshops					

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Detailed Syllabus: (per session plan)				
Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
I	<p><u>Introduction to Organizational Behaviour</u></p> <ul style="list-style-type: none"> • Introduction & Contributing disciplines to OB • Self Awareness & its importance • Personality :Determinants, Attributes & Big Five personality traits questionnaire, • Insight Discovery Color Energies : Model to Understand Personalities • Fundamental Attribution Theory & Fundamental Attribution Error • Generosity Spectrum by Prof. Adam Grant 	<p>PPT/ Concept Delivery / Case Study/ Research Articles / Class Activity - Role Play / Movie Clips / Videos / Ted Talks / Psychometric Test</p>	08	<p>ONLINE PERSONALITY TESTS ON www.similarminds.com</p> <p>ORGANIZATIONAL BEHAVIOR BY STEPHEN P ROBBINS.</p>
II	<p><u>Emotional Intelligence, Mental Health & Positive Psychology</u></p> <ul style="list-style-type: none"> • Emotions and Childhood, Role of Emotions, Emotions and Attitudes, • Daniel Goleman's EI Model • Emotional Labor and Emotional Dissonance • Emotional Hygiene & Emotional First-Aid, • Differences in Physiological and Psychological Injuries 	<p>PPT/ Concept Delivery / Case Study/ Research Articles / Class Activity - Role Play / Movie Clips / Videos / Ted Talks / Online Courses / Psychometric Test</p>	08	<p>INTERPERSONAL SKILLS IN ORGANIZATIONS, SUZANNE C. DE JANASZ, KAREN O. DOWD, BETH Z. SCHNEIDER</p> <p>www.coursera.com</p>

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	<ul style="list-style-type: none"> • Happiness Advantage 			
III	<p><u>Working with Others</u></p> <ul style="list-style-type: none"> • Groups Vs Teams • Stages in Team Development • Types of Teams : Problem Solving, Cross-Functional, Self Managed, Virtual Teams • Conflict : A Necessary Evil and an Opportunity, • Sources of Conflict, • Conflict Management Strategies 	<p>PPT/ Concept Delivery / Case Study/ Research Articles / Class Activity - Role Play / Movie Clips / Videos / Ted Talks / Online Courses</p>	06	<p>INTERPERSONAL SKILLS IN ORGANIZATIONS, SUZANNE C. DE JANASZ, KAREN O. DOWD, BETH Z. SCHNEIDER</p> <p>ORGANIZATIONAL BEHAVIOR BY STEPHEN P ROBBINS.</p> <p>Questionnaire- Friendship Relations Survey</p> <p>www.coursera.com</p>
IV	<p><u>Introduction to HRM</u></p> <ul style="list-style-type: none"> • HRM-concept, definition, importance • HRM Functions and Objectives • HR cycle and role of HR manager in it • Hard HR vs Soft HR • HR in Startups 	<p>PPT/ Concept Delivery / Case Study/ Research Articles / Class Activity - Role Play / Movie Clips / Videos / Ted Talks</p>	05	<p>HUMAN RESOURCE MANAGEMENT: TEXT & CASES, 2/E BY SHARON PANDE & SWAPNALEKHA BASAK, PEARSON LEARNING, 2016.</p> <p>GARY DESSLER HUMAN RESOURCE MANAGEMENT 2004, PRENTICE HALL, NEW DELHI</p>
V	<p><u>Human Resource Planning</u></p> <ul style="list-style-type: none"> • HRP-objective and concept • HRP process- identification of workforce requirements • Manpower demand forecasting, analysis of manpower supply • Strategic HR Initiatives 	<p>PPT/ Concept Delivery / Case Study/ Research Articles / Class Activity - Role Play / Movie Clips / Videos / Ted Talks</p>	5	<p>HUMAN RESOURCE MANAGEMENT: TEXT & CASES, 2/E BY SHARON PANDE & SWAPNALEKHA BASAK, PEARSON LEARNING, 2016.</p> <p>GARY DESSLER HUMAN RESOURCE MANAGEMENT 2004, PRENTICE HALL, NEW DELHI</p>
VI	<p><u>Recruitment & Selection</u></p>	<p>PPT/ Concept Delivery / Case</p>	06	<p>HUMAN RESOURCE MANAGEMENT: TEXT &</p>

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	<ul style="list-style-type: none"> • Definition & Process of Recruitment • Sources of Recruitment • Challenges of recruitment • Definition, Criteria & Process of Selection • Methods of Selection • Employer Branding and Social Media 	<p style="text-align: center;">Study/ Research Articles / Class Activity - Role Play / Movie Clips / Videos / Ted Talks</p>		<p>CASES, 2/E BY SHARON PANDE & SWAPNALEKHA BASAK, PEARSON LEARNING, 2016</p> <p>GARY DESSLER HUMAN RESOURCE MANAGEMENT 2004, PRENTICE HALL, NEW DELHI</p>
VII	<p><u>Training and Development</u></p> <ul style="list-style-type: none"> • Training Needs Assessment (TNA) • Training Process (ADDIE Model) • Training Methods • Types of Training • Evaluation of Training • e-Learning and Gamification for Learning 	<p style="text-align: center;">PPT/ Concept Delivery / Case Study/ Research Articles / Class Activity - Role Play / Movie Clips / Videos / Ted Talks</p>	06	<p>HUMAN RESOURCE MANAGEMENT: TEXT & CASES, 2/E BY SHARON PANDE & SWAPNALEKHA BASAK, PEARSON LEARNING, 2016.</p> <p>GARY DESSLER HUMAN RESOURCE MANAGEMENT 2004, PRENTICE HALL, NEW DELHI</p>
VIII	<p><u>Performance Management</u></p> <ul style="list-style-type: none"> • Performance management system-meaning, concept and importance • Performance Appraisal Methods • Challenges & failures of performance management system • Shift from performance management systems to real time feedback systems 	<p style="text-align: center;">PPT/ Concept Delivery / Case Study/ Research Articles / Class Activity - Role Play / Movie Clips / Videos / Ted Talks</p>	06	<p>HUMAN RESOURCE MANAGEMENT: TEXT & CASES, 2/E BY SHARON PANDE & SWAPNALEKHA BASAK, PEARSON LEARNING, 2016</p> <p>GARY DESSLER HUMAN RESOURCE MANAGEMENT 2004, PRENTICE HALL, NEW DELHI</p>
IX	<p><u>Compensation and Benefits:</u></p> <ul style="list-style-type: none"> • Development of a Pay System • Factors Affecting Wage 	<p style="text-align: center;">PPT/ Concept Delivery / Case Study/ Research Articles / Class Activity - Role Play</p>	06	<p>HUMAN RESOURCE MANAGEMENT: TEXT & CASES, 2/E BY SHARON PANDE & SWAPNALEKHA BASAK, PEARSON LEARNING,</p>

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	/ Salary Levels • Compensation package • Direct / Indirect, Fixed / Variable & CTC • Incentives / Variable Pay Plans • Fringe Benefits	/ Movie Clips / Videos / Ted Talks		2016 GARY DESSLER HUMAN RESOURCE MANAGEMENT 2004, PRENTICE HALL, NEW DELHI
X	Employee Exit & Retention Decisions • Employee Turnover • Exit Interviews • Factors Affecting Employee Retention • Employee Retention Strategies	PPT/ Concept Delivery / Case Study/ Research Articles / Class Activity - Role Play / Movie Clips / Videos / Ted Talks	04	HUMAN RESOURCE MANAGEMENT: TEXT & CASES, 2/E BY SHARON PANDE & SWAPNALEKHA BASAK, PEARSON LEARNING, 2016 GARY DESSLER HUMAN RESOURCE MANAGEMENT 2004, PRENTICE HALL, NEW DELHI

Text Books:

- Robbins, Stephen P., "Organizational behavior: concepts." Theory and Applications
- Suzanne C. De Janasz, Karen O. Dowd, Beth Z. Schneider "Interpersonal skills in Organizations"
- Gary Dessler, "Human Resource Management", 2004, Prentice Hall, New Delhi, 9th Edition.
- Sharon Pande & Swapnalekha Basak, "Human Resource Management: Text & Cases", 2/E Pearson Learning, 2016.
- Fred Luthans, "Organizational Behavior"
- Bohlander G.; Snell, S; Sherman A., "Managing Human Resources", Thomson South Western, 2001. 12th Edition

Reference Books & Websites:

- A.B. (Rami) Shani, James B. Lau, Behavior in Organizations an Experiential Approach, McGraw Hill, 2005
- John W. Slocum, Jr., Don Hellriegel, Fundamentals of Organizational Behaviour, Cengage Learning, 2008
- Originals by Adam Grant
- Givers and Takers by Adam Grant
- www.similarminds.com
- www.coursera.com
- www.shrm.org

Any other information :

- Internal marks are for 50 marks; Faculty members must evaluate students continuously through assignments, projects and presentations, as given in ICA criteria.
- Individual tests / assignments etc. can be conducted for more than prescribed marks but later

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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
Mr. Max D'Souza
Dr Yamini Chandra
Dr Arpita Srivastava

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

Program: SYBBA				Semester : IV	
Course : Research Methodology				Code: 7402R001	
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credit	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	0	0	4	50	50
Internal Component Assessment (50 marks for UG) break up					
ICA 1 Mid Term Test			ICA 2 Class Tests		
20			30		
Learning Objectives: PLO 1a- To familiarize regarding various concepts used in research. PLO 2a -To develop ability to analysis and interpret data using various decision making tools. PLO 3a- To develop effective oral and written communication.					
Learning Outcomes: 1. Students will be able to convert business problems into research problem and design research accordingly. 2. Students will be able to identify correct statistical tools to solve problem in hand. 3. Students will write and present short research report.					
Pedagogy: Case Study, PowerPoint Presentations, Class Test, Class Assignment					
Detailed Syllabus: (per session plan)					

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration (Hrs)	Module Wise Reference Books
1	Module I Introduction to Research (a) Research: Meaning & Objectives (b) Types of Research (c) Characteristics of a good research (d) Problems / Limitations of research (e) Scientific Method in Research: Meaning and Characteristics	PPT/ Class Assignment/ Class Test	5	Book 2 - Chapter 1
2	Module II Research Process Steps Involved in research process	PPT/ Class Test	3	Book 2 - Chapter 2
3	Module III Research Problem (a) Research Problem: Meaning (b) Sources of Research Problem (c) Criteria for Selecting A Research Problem (d) Formulation of Research Problem	PPT/Class Assignment / Class Test	4	Book 2 - Chapter 4

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4	<p>Module IV Research Design (a) Research Design: Meaning (b) Research Design Framework – (i) Exploratory Research (Case study, Observation, Interview, GD, Focus Groups) (ii) Descriptive Research (Cross sectional studies, Longitudinal studies) (iii) Causal Research (Experiments: Meaning, Variables in experiments, Lab Experiments and Field Experiments, Types of experiments) (c) Types of errors affecting research design</p>	PPT/Class Assignment/C lass Test /Case Study	6	Book 3 - Chapter 3, 4
5	<p>Module V Secondary Data (a) Secondary Data : Meaning (b) Sources of Secondary Data (c) Advantages and Disadvantages (d) Evaluation of Secondary Data</p>	PPT/ Class Test	3	Book 3 - Chapter 5
6	<p>Module VI Primary Data (a) Primary Data: Meaning (b) Advantages and Disadvantages of Primary Data (c) Types of PD - Quantitative Data and Qualitative Data (d) Advantages and Disadvantages – Quantitative and Qualitative Data (e) Quantitative Data Collection (f) Qualitative Data Collection Method (Observation, Depth Interview, Delphi Techniques, Focus Groups, Projective Techniques)</p>	PPT/Class Assignment/C lass Test	7	Book 3 - Chapter 6
7	<p>Module VII Questionnaire Design (a) Questionnaire: Meaning & Characteristics (b) Steps in designing a questionnaire (Determine what information is needed, Type of Questionnaire, Type of questions, Wording of the questions, Sequence & Layout, Pre-Test, Revise and prepare final questionnaire)</p>	PPT / Class Test / Class Assignment	4	Book 3 - Chapter 8
8	<p>Module VIII Measurement and Scaling (a) Measurement and Scaling: Meaning (b) Properties of Scales and Measurement Scales on the basis of the scale characteristics they possess (Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale)</p>	PPT/Class Assignment / Class Test	6	Book 3 - Chapter 7

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	(c) Types of Scales / Scaling Techniques - Comparative Scaling Techniques and Non-Comparative Scaling Techniques			
9	Module IX Sampling (a) Sampling: Meaning (b) When are sampling & census appropriate (c) Sampling and Census - Advantages and Disadvantages (d) Sampling Process (e) Sampling Methods / Techniques - Probability Sampling and Non-Probability Sampling (f) Sample Size Calculation	PPT/Class Assignment/Class Test	4	Book 3 - Chapter 9
10	Module X Data Processing (a) Data Processing: Meaning (b) Steps in Processing Data (Editing, Coding, Classification, Tabulation, Graphical Presentation)	PPT / Class Test	2	Book 3 - Chapter 10
11	Module XI Data Analysis <i>Measures of Central Tendency:</i> (a) Mean (b) Median (c) Mode <i>Measures of Dispersion:</i> (a) Range (b) Standard Deviation, Concept of Correlation and Regression (No numerical related to this module to be asked in exam)	PPT / Class Test	2	Book 3 - Chapter 11,15
12	Module XII Hypothesis (a) Hypothesis: Meaning (b) Types of Hypothesis (Null and Alternate) (c) Types of Errors (Type I Error and Type 2 Error) (d) Steps involved in hypothesis testing (e) Types of hypothesis tests - Parametric Test (Z Test, T Test) and Non-parametric Test - Chi-Square Test	PPT / Class Assignments/Class Test	12	Book 3 - Chapter 12,14
13	Module XIII Report Writing (a) Report: Meaning (b) Principles / Characteristics of research report (c) Types of Reports (d) Report Format (e) Steps in Report Writing (f) Footnotes and References	PPT / Class Test	2	Book1 - Chapter 21

Text Books:

1. Cooper & Schindler. Business Research Methods. McGraw Hill, New Delhi. 9th Edition
2. Kumar Ranjit. Research Methodology: A Step by Step Guide for Beginners 2011
3. Chawla and Sondhi. Research Methodology: Concepts and Cases-2011

SVKM's Narsee Monjee Institute of Management Studies

Name of School - Anil Surendra Modi School of Commerce

Reference Books:

1. T N Srivastava and Shailaja Rego. Business Research Methodology. McGraw Hill, New Delhi.

Any other information :

Note: Latest edition of text book may be used.

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