

UNIVERSITY OF MUMBAI
Bachelor of Management Studies (B.M.S)
Revised Scheme for the
First year (Sem I & SEM II)
Second Year (SEM III & SEM IV)
and
Third Year (SEM V & SEM VI)
(Semesters I,II,III,IV,V & VI)
of
BACHELOR OF MANAGEMENT STUDIES
and
Revised syllabus for
the First year (Semester I and II)
with effect from
ACADEMIC YEAR 2008-2009

STRUCTURE OF SYLLABUS OF BMS COURSE SEM I TO VI

S.No F.Y.B.M.S. SEM I

1:1 Foundations of Human Skills

1:2 Introduction to Financial Accounts

1:3 Business Law

1:4 Business Mathematics

1:5 Business Communication

1:6 Principles of Management – 1

1:7 Introduction to Computers **

Total marks per paper : Theory : 60 marks + Internals : 40 marks = 100 marks

Total 700 marks (50-60 lectures per subject --- 4lectures per week

*** For 1:7 Introduction to computers Practical sessions—4 per week)*

F.Y.B.M.S. SEM II

2:1 Business Environment

2:2 Industrial Law

2:3 Computer Applications in Business

2:4 Managerial Economics – 1

2:5 Business Statistics

2:6 Introduction to Cost Accounting

2:7 Environmental Management

Total marks per paper : Theory : 60 marks + Internals : 40 marks = 100 marks

Total 700 marks (50-60 lectures per subject --- 4lectures per week

*** For 2:3 Computer applications in Business : Practical session —4 per week)*

S.Y.B.M.S. SEM III

3:1 Management Accounting

3:2 Managerial Economics - II

3:3 Marketing Management

3:4 Business Aspects in Banking & Insurance

3:5 Production Management & Materials Management

3:6 Principles of Management II - Case Study

Total marks per paper : Theory : 60 marks + Internals : 40 marks = 100 marks

Total 600 marks (50-60 lectures per subject --- 4lectures per week)

S.Y.B.M.S. SEM IV

- 4:1 Productivity and Quality Management
- 4:2 Direct & Indirect Taxes
- 4:3 Export Import Procedure & Documentation
- 4:4 Cooperatives & Rural Markets
- 4:5 Indian Management - Thoughts and Practices
- 4:6 Public Relations Management

Total marks per paper : Theory : 60 marks + Internals : 40 marks = 100 marks

Total 600 marks (50-60 lectures per subject --- 4lectures per week)

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T.Y.B.M.S. SEM V

- 5:1 Human Resources Management
- 5:2 Research Methods in Business
- 5:3 Financial Management
- 5:4 Operations Research
- 5:5 International Marketing
- 5:6

Elective I :

Special Studies in Marketing

OR

Special Studies in Finance

OR

Management Information Systems

5:7 Project Work

Total marks per paper : Theory : 60 marks + Internals : 40 marks = 100 marks

Total 600 marks (50-60 lectures per subject --- 4lectures per week)

+ 100 marks project (grades to be allocated)

TY BMS SEM 6

- 6:1 Entrepreneurship & Management of SME
- 6:2 Elements of Logistics Management
- 6:3 Service Sector Management
- 6:4 Business Ethics & Corporate Social Responsibility
- 6:5 International Finance
- 6:6

Elective II

Retail Management

OR

Investment Analysis and Portfolio Management

OR

E- Commerce

Total marks per paper : Theory : 60 marks + Internals : 40 marks = 100 marks

Total 600 marks (50-60 lectures per subject --- 4lectures per week)

Detail Syllabus for BMS Semester I

1:1 Foundation of Human Skills

Unit

Number

Topics Number of

lectures

I Understanding Human Nature

Basics of Human Nature

Influence of Environment and Heredity

Concept of Attitude

12

II Concept of Intelligence

Intelligent Quotient

Intelligence as Basis of Abilities

12

III Effective Thinking

Thinking Skills

Thinking Styles

Concept of Six Thinking Hats

13

IV Individual Interaction and skills:

Basic Interaction Skills- personal and interpersonal intrapersonal skills. Concept , definition, meaning of skill-types of skills; conceptual, supervisory, technical, managerial and decision making skills. Group Influence on Interaction Skills.

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Reference Books

Sr

No

Title Author Publisher

1 Industrial Psychology Gosh P.& K & Ghorpade M.B Himalaya, Mumbai,1999

2 Organizational Behaviour Newstrom J.Keith D Tata McGraw Hill, New Delhi

3 Organizational Behaviour P G Aquinas Excel Books, Delhi

4 Applied Industrial /

Organizational Psychology

Aamodt, M.G. (4th ed). Wadsworth / Thomson

Learning

5 Organizational Behavior. Hellriegel, D., & Slocum, J.W.

(2004).

South Western/ Thomson

Learning

6 Organizational Behavior Luthans, F. (2005). (10th ed.). McGraw Hill.

7 Understanding

Organizational Behavior

Pareek, U (2004) Oxford University Press.

New Delhi

8 Organizational Behavior:

Concepts, Controversies

and Applications

Robbins, S. P. (2005). (11th Edition). Prentice Hall of

India, New Delhi

1:2 Introduction to Financial Accounts

Unit

Number

Topics No. of

Lectures

I A. Meaning and Scope of Accounting: Need, development and definition;Book-keeping and accounting;Persons interested in accounting;Disclosures;Branches of accounting;Objectives of accounting

B. Accounting Transactions :Accounting cycle , journal, journal proper,Opening and closing entries,Relationship between journal & ledger;Rules regarding posting;Trial balance;Subsidiary books;Bank reconciliation statement

C. Accounting Standards

AS 1 : Disclosure of accounting policies: Meaning of accounting policies – Purpose - Different policies - Areas of policies - Disclosure of policies - Disclosure of change in policies -Simple illustrations

AS 6 : Depreciation accounting: Meaning – Definitions – Importance –Factors - Useful life of a depreciable asset - Estimating useful life – Additions - Residual value – Methods - Disclosure of surplus - Change in method - Simple illustrations

AS 9 : Revenue recognition: Meaning and scope - Transactions excluded - Sale of goods - Rendering of services - Effect of uncertainties – Disclosure - Simple illustrations

AS 10 : Accounting for fixed assets : Meaning – Definitions – Importance - Cost of fixed assets - Self constructed fixed assets - Non-monetary consideration - Improvements,

repairs, additions and extensions – Revaluation - Sale or retirement - Valuation of fixed assets in special cases - Special types of fixed assets – Disclosure

20

II A.

1) Expenditure: Classification of Expenditure - Capital, Revenue and Deferred Revenue
Expenditure : Distinction between capital expenditure and revenue expenses; Unusual expenses; Effect of error ;Criteria tests

2) Receipts : Capital receipt, Revenue receipt , Distinction between capital receipts and revenue receipts

3) Profit or Loss : Revenue profit or loss ,Capital profit or loss

B. Depreciation Accounting :

Practical problem based on accounting treatment by provision for depreciation using SLM and RBM methods

15

III Trial Balance and Final Accounts of a Sole Proprietor

Introduction to trial balance and final accounts of a sole proprietor.

Rectification of errors.

Preparation and Presentation of Final Accounts in Horizontal Form:

Manufacturing Account; Trading Account: Profit and Loss Account:
Balance Sheet

10

IV Accounting in Computerized Environment

An overview of Computerized environment.

Features of Computerized accounting system.

Concept of grouping of accounts.

Codification of accounts.

Maintaining the hierarchy and ledgers.

Accounting packages and consideration of them in selection.

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Reference Books

Sr No Title Author Publisher

1 An Introduction to financial Accounting

Andrew Thomas McGraw Hill

2 Financial Accounting – A Managerial emphasis

Ashok Banerjee Excel Books

3 Financial Accounting Weugamt. Keiso, Kimmel

4 Accounting Theory – an Introduction

L.S.S. Porwal Tata McGraw Hill

5 Elements of Accounts T S Grewal S.Chand & Co.,

6 Business Accounting Frank Woods Pitman Publication

7 Advanced Accountancy

R. L. Gupta & M.

Radhaswamy

S. Chand & Co. (P) Ltd.,

New Delhi.

8 Accounting Standards

--- Institute of Chartered

Accountants of India, New Delhi

9 Financial Accounting for

Management Texts & Cases

Dr. Dinesh D. Harsolikar Multi-Tech. Publishing Co. Ltd.,

Mumbai

10 Indian Accounting Standards

and US Gaap

Ashish Bhattacharya
Tata Mc. Graw Hill & Co. Ltd.,
Mumbai
11 Financial Accounting Warren Thomson learning
12 Company Accounting
Standards
Shrinivasan Anand
Taxman

13 Financial Accounting J. R. Monga, Girish Ahuja Mayur Paper Back

1.3 BUSINESS LAW

Objectives: The subject should be taught keeping in mind that the BMS students will be joining the industry, therefore the emphasis should be on uses on application of Business Law to various Organisations.

Unit

Number

Topics Number of

lectures

I A) Law of Contract (The Indian Contract Act, 1872) : Section 1-30

Essential Elements of Contract - Agreement and Contract - Capacity to Contract - Free Consent – consideration - Lawful objects/consideration

B) Sales of Goods Act, 1930

Scope of the Act - Sale and Agreement to sell - Essentials of a valid sale Contract - Conditions and Warranties - Rights of an unpaid seller - Rules of Delivery - Auction sales – CIF & FOB contract

C) Indian Partnership (The Indian Partnership Act, 1932)

What is Partnership? - Partnership Formation - Types of Partnerships - Dissolution of Partnership - Rights , Duties and liabilities of partners

20

II Negotiable Instrument Act, 1881

Introduction of Negotiable Instruments - Characteristics of Negotiable Instruments - Different types of Negotiable Instruments - Parties to Negotiable Instruments - Negotiation, Endorsement and Presentment - Criminal Liability on Dud cheques

10

III Companies Act, 1956 (Section 1-100)

What is company? - Incorporation of Company- Memorandum of Association & Articles of association – Prospectus - Meetings - Board of Directors

20

IV (A) Consumer Protection Act, 1986

Objects of consumer Protection - Introduction of consumer - Who is consumer?- Meaning of the words “Goods and Services” - Meaning of the words “ Defects and Deficiencies of Goods and services” - Consumer disputes and complaints - Unfair Trade Practice - Consumer Protection Councils - Consumer Disputes - Redressal Agencies

10

Reference Books

Sr No Title Author Publisher

1 Bare Act relating to the various
Laws

2 Business Law K.R.Bulchandani Himalaya Publishing House

3 Elements of Mercantile Law Kapur N.D. Sultan Chand

4 Business Law S S Gulshan Excel Books, Delhi

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5 Business Law P.K. Goel Biztantra

6 A Manual of Mercantile Law M.C.Shukla Chand & Co.

7 Students Guide to Corporate Law Datey V Taxman, New Delhi

8 Company Laws Dr. Avtar Singh Eastern Book Company

1.4 BUSINESS MATHEMATICS

(All the concepts in the syllabus should be illustrated with examples from Management, Commerce and Economics.

Total number of lectures assigned for each unit is 15).

Sr.

No

Topic No. of

Lectures

I Elementary Financial Mathematics

A.P., G.P., and sums of their first n terms. Problems with business applications.

Simple interest, compound interest, interest compounded more than once a year nominal, effective and continuous rates of interest.

Immediate (ordinary) annuity, its present value and future value.

Equated Monthly Installments (EMI) using reducing interest system, amortization of loans.

Sinking Fund.

Depreciation of assets.

Functions: constant function, linear function, step function, x^n , exponential and logarithmic functions. Business and Economics functions such as demand supply, total revenue, average revenue, total cost, average cost and profit function.

Equilibrium point.

Break even analysis.

Notion of permutations and combinations.

(Problems to be solved with calculator. Use a logarithm tables to be avoided.)

15

II Matrices and Determinants

Matrices, Matrix Operations (addition of two matrices, scalar multiple of a matrix, matrix multiplication, transpose of a matrix)

Determinant of a matrix of order 2 and 3, elementary properties of determinant, solving a system of linear equations (up to 3 variables) using Cramer's rule and application to business problems.

Elementary row and column operations on matrices, inverse of a matrix (up to order 3).

Application of matrices to Leontief's open input-output model.

Linear inequality (upto 2 variables) and their Graphs.

15

III Derivatives and their Applications

Derivatives as a measure of rate. Derivatives of functions – constant function, x^n , e^x , a^x , $\log x$.

Rules of derivatives – scalar multiplication, sum, difference, product and quotient. Second order derivatives.

Application of derivatives – marginal cost, marginal revenue, elasticity of demand, maxima and minima for functions in Economics and Business.

15

IV Functions of two variables and Integration

Functions of two variables with examples from Economics and Commerce such as Cobb-Douglas and other production functions, demand functions involving two commodities. First and second order partial derivatives, marginal functions and their simple applications in Economics. Maxima and minima of functions of two variables using second order partial derivative criterion. Constrained maxima and minima (one constraint only) using Lagrange's multiplier.

Simple applications in Economics and Commerce : Marginal physical productivity of labour and capital, demand analysis of complementary and competitive commodities, partial elasticity, optimization of functions of two variables in Economics and Business.

Integration as the reverse process of derivatives, standard formulae – integration of constant function, x^n , e^x , a^x , $\log x$. Rules for integrals – sum, difference and scalar multiplications. Simple problems (Integration techniques such as finding total cost from marginal cost, total revenue from marginal revenue. Definite integrations, simple problems (No properties), applications such producer's surplus, consumer's surplus, present value and future value of a continuously compounded annuity.

15

Reference Books

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Sr No Title Author Publisher

1 Mathematics for Economics and Finance

Chapters 1, 2: 2. 1-2.2, 4, 6:6. 1-6.3, 7: 7.1-7.4, 8-10, 15-22, 25

Martin Anthony, Norman Biggs Cambridge low-price editions, 2000.

2 Business Mathematics

Chapters 1,2: 2.1-2.4, 2.5: 2.5.1, 2.5.3, 2.6:2. , 6.1, 2.6.3, 4,7:7.1, 7.4.1, 7.5, 7.6, 7.8, 8:8. 1-8.4, 8.6, 8.8,9, 10:10. 1-10.4, 10.6.

D.C. Sancheti, V.K. Kapoor, Sultan Chand & Sons Publications, 2006.

3 Mathematics for Business and Economics

Chapters 5,6, 7:7.4, 7.5, 7.9, 9:9. 2.1-9.2.5, 9.4, 9.9, 10, 11, 12:12.1-12.3, 12.7, 13, 15.

J.D. Gupta, P.K. Gupta, Man Mohan

Tata McGraw-Hill

Publishing Company Ltd.

4 Mathematical Basis of Life Assurance IC –

81 Chapter 1:1.1 – 1.4, 1.6 – 1.11. Chapter 2:1.1 – 2.9, 2.32

----- Insurance Institute of India, 2006.

5 Mathematics of Finance 2nd Edition

Schaum's Outline Series

Peter Zima, Robert Browns Tata McGraw – Hill Publishing Co. Ltd.

71:5 Business Communication

Unit

Number

Topics Number of

Lectures

I) Fundamentals of Communication -Definition, Meaning -Types , process and importance

10

II) Effective Communication

Concept & Practice of Effective Communication

Barriers to Effective Communication

Methods to Improve Communication Skills

15

III) Written Communication Skills

Report Writing

Letter Writing

Preparation of Promotional Material

*with special reference to banks, Insurance companies and Joint stock companies

15

IV) Oral Communication Skills

Understanding Audience

Use of Language

Use of Tone

Understanding Body Language

15

Reference Books

Sr No Title Author Publisher

1 Effective Communication Rai Urmila Himalaya, Mumbai

2 Business Communication Kaul Prentice Hall India

3 Basic Business Communication Lesikar TMH
4 Business Communication & Personality
Development
Das Excel Books, Delhi
5 How to Listen Better? Pramila Ahuja & G Ahuja Sterling Publication
6 Contemporary Business
Communication
Scot Biztantra
7 Business Communication for
Managers: An Advanced Approach
Penrose Thomson learning
8 Business Correspondence Whitehead G & H A.H.Wheeler,Allahabad
1:6 Principles of Management - I

Unit

Number

Topics Number of

Lectures

I) Management- concept,nature,process and Significance .An overview of functional areas of management, managerial roles
(Mintzberg)

Evolution of Management Theory – Work of Fredrick .W. Taylor, Fayol's contribution ,
15

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Behavioural Science approach, Contingency approach.

II) Management Functions – Planning , Organising, Staffing , Directing and controlling.

Planning : meaning-importance-elements- process - limitations

Decision Making- concept, importance and steps in decision making

Preparation of Business Plan

15

III) Organising - Concept,nature and significance; Authority and responsibility relationships, centralization and decentralization, departmentation., organization structure- forms.

Staffing - importance, sources of recruitment,selection process.

15

IV) Directing – meaning and steps | direction : motivation – concept; theories – Maslow , Herzberg , Mc Gregor.

Leadership- concept, styles and traits

Control :concept, process: Effective control system; control techniques.

Coordination- concept , Definition and importance.

15

Reference Books

Sr No Title Author Publisher

1 Essentials of Management Koontz H & W McGraw Hill, New York

2 Principles of Management Ramaswamy Himalaya, Mumbai

3 Management Concept and
Practice

Hannagain T McMillan, Delhi

4 Basic Managerial Skills for All McGrath, E.H. Prentice Hall of India

5 Management-Text & Cases VSP Rao Excel Books, Delhi

6 Essentials of Management Massie Joseph Prentice Hall of India

7 Management: Principles & Guidelines Thomas N. Duening
& John Ivancevich

Biztantra

8 Management Concepts and OB P.S.Rao & N.V.Shah Ajab Pustakalaya

9 Management Concepts and Strategies J S Chandran Vikas Publishing House

10 Principles Of Management

Tripathi P.C. Tata McGraw Hill

11 Principles of Management : Theory and

Practice

Saranggi S K V M P Publishers & Distributors

12 Principles Of Management

Terry G R AITBS

1.7 INTRODUCTION TO COMPUTERS

Unit

Number

Topics Number of

Lectures

Computer Hardware and Software

A) Hardware

1. **Processors:** Definition. Diff. types. their clock speeds and differences. Intel, AMD, Cyrix, Motorola, Celeron, Pentium, Core Duo, Core 2 Duo, K6, Athlon, Centrino Technology.

2. **Memory:** Definition, Primary, Secondary. Measuring memory KB, MB, GB, TB. Types such as SIMM, DIMM, SDRAM, DDRAM, DDR-1, DDR2, Concept of Cache Memory.

3. **Bus Types:** Data bus, Address bus, Types ISA, PCI, AGP, USB, SCSI, IEEE 1394 (Firewire).

4. **Ports :** Serial, Parallel, USB, SCSI, MIDI. Advantage of USB ports. USB 1.0, USB 2.0.

5. **Secondary storage:** Magnetic Storage media, diskette, Hard Disk (Fixed, Removable), Cartridge, Tapes. Optical Storage Media, CDROM, DVDROM, CDR, DVD-R, CD-RW, DVD-RW, BLU-RAY. How data is stored on Magnetic and Optical media, their capacities, speeds and cost.

6. **Solid state storage devices:** Flash Memory, Smart cards, Pendrives, RFID chips.

7. **Printers:** Dotmatrix, Inkjet Laser, Photo printers, plotters. Comparison on parameters such as, Quality, speed, initial costs, operational costs.

8. **Screens:** CRT, Flat Panel, LCD. Features such as size, resolution, Refresh rate, Dot pitch. Video Cards, TFT screens.

9. **Input Devices:** Mechanical Mouse, Optical Mouse, Wireless Keyboards, Mouse.

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Pens, Touch screens, Game controllers. Optical input devices Bar Code readers, Image Scanners, OCR. Audio input-Speech recognition. Video input-Webcam, Digital cameras.

B) Software

1. System software

Operating Systems. Definition, Functions. Types – Single user, Multi – user.

User Interface – GUI and Command Line interface. How OS manages hardware through interrupts, device drivers. Basic differences between DOS, Windows, UNIX, LINUX, MAC OS X. Diff between Windows 9X, WIN NT, XP Home, Prof, Server). Embedded OS – Windows CE. NET, Palm OS, PC OS, Symbian.

Supporting Utilities: Back up, Anti virus, Firewall, Spyware, Screen savers.

2. **Application Software:** Acquiring Software Licenses (Diff Types Single user, Multiple user, Multiple users. Passport license. Campus Licence Pirated Software. Commercial SW – Stand Alone, Software Suites. Shareware.

Freeware. Public Domain SW, Open Source. Word Processing SW.

Spreadsheets, Presentation SW, Database Management SW, PIM (Personal Information Managers such as Outlook).

Networks.

Basic and Infrastructure

Definition, Advantages Types (LANS, WANS) Hybrid Networks (CAN, MAN, HAN)

Intranets and Extranets

Networks Structures – Server Based, Client server, Peer to Peer.

Topologies – Star, Bus, Ring.

Network Media, Wired – Wired – Twisted pair, Co-axial, Fibre Optic, and Wireless –

Radio and infrared.

Network Hardware: NIC's, Hubs, Bridges, Switches, Routers.

Cables – Ethernet, Fast Ethernet, Gigabit Ethernet

Network Protocols – TCP/IP, IPX/SPX, NETbios/NetBUI.

B)Data Communications

1. Using Standard Telephone Lines, Modems.

2. Digital Data connection Broadband connections, DSL/ADSL/HDSL/ISDN/VDSL.

3. Cable Modem connections. Wireless networks – Wireless 802. 11., Wireless Access Point, Wireless Adapter.

C) Internet

1. Definition, Types of connections, Sharing internet connection, Hot Spots.

2. Services on net-WWW, Email-paid and Free, News, FTP, Chat IM, Online Services, Peer to Peer services, Blogs, Communities

3. IP addresses, Domain names, URLs. Hyper Text, HTML, Websites, Browsers – Internet Explorer, Mozilla, Tabbed browsing

4. Searching Directories, search engines, Boolean search (AND, OR, NOT), Advanced search, Meta Search engines.

5. Email-Configuring POP/SMTP accounts in Email clients such as outlook, Diff. parts of an Email address, Creating, receiving, forwarding, blocking organizing emails with rules. Receiving and sending emails with attachments by scanning attachments for viruses. Email etiquettes, SPAM. Understanding Smileys/Emoticons.

6. Cyber crime, Cyber Law, Hacking – Sniffing, Spoofing, Social engineering.

12

Office Productivity Software 26

A). Word Processing

Introduction To Toolbars, Menus

File Menu : New Open, Close, Save, Save As, Page, Setup, Print Preview, Print, Exit

Edit Menu : Undo, Repeat, Cut, Copy, Paste, Clear, Find, Replace, Go To

View Menu: Normal, Outline, Web Layout, Page Layout, Full Screen, Toolbars, Ruler, Header and Footer, Zoom.

Insert Menu: Break, page Number, Date & Time, Symbol, File, Picture, Object

Format Menu: Font, Bullets and Numbering, Borders and Shading, Auto Format, Style & Formatting.

Tools Menu: Spelling and Grammar. Language, Speech, Letters and mailings.

Table Menu: Insert/Delete (Table, Columns, Rows, Cells) Convert table to Text, Text to Table.

Window Menu: New Window, Arrange All, Split.

Help Menu: Microsoft Word Help, What's this

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B). Spreadsheet

File Menu : New, Open, Close, Save, Save as, Print Preview, Print, Exit

Edit Menu: Undo, Repeat, Cut, Copy, Paste, Clear, Delete, Move or copy sheet, find, Replace

View Menu: Normal, Page Break Review, Toolbars, Formula Bar, Status Bar, Header and Footer, Full Screen, Zoom.

Insert Menu: Cells, Rows, Columns, Worksheet, Chart, Symbol, Page Break, Function, Name, Comment, Picture, Diagram, Object, Hyperlink.

Format Menu: Cells, Row, Column, Sheet, Auto Format, Style.

ToolsMenu: Spelling, Error Checking, Speech, Customize, Options.

Data Menu: Sort, Filter

View Menu: Normal, Page Break Review, Toolbars, Formula Bar, Status bar, Header and Footer, Full Screen, Zoom.

Window Menu: New Window, Arrange, Hide. Split, Freeze Panes.

Help Menu: Microsoft Excel Help. What's this

Toolbars Menu : Standard, Formatting.

C) Presentation Software

Slide Master

Creating, interesting, deleting slides.

Using different views.
Adding, Editing and Formatting text.
Drawing arcs. Lines.
Rotating Objects.
Adding speaker notes.
Inserting image, sound, video.
Slide transitions.

10. Creating a complete package for presentation at another site.

D) Personal Information Manager

Creating contacts database appointments, to do lists, tasks using a PIM such as Outlook.

Reference Books

Sr No Title Author Publisher

- 1 Introduction to Computers Peter Norton Sixth Edition McGraw Hill
- 2 . Introduction to information Technology V. Rajaraman Prentice Hall India
- 3 Computers and Commonsense Hunt.J.Shelley Prentice Hall of India
- 4 Fundamentals of Information Technology A and Leon M , Leon Vikas 2002
- 5 A first Course in Computers Saxena, Sanjay Vikas Publishing 1998
- 6 Fundamentals of Information Technology Bharioke ,Deepak Excel book ,2000

Syllabus for BMS Semester II

2:1 Business Environment

Unit

Number

Topics Number of

Lectures

I) Constituents of Business Environment: Political ideology - Economic Policy – Legal System - Level of Technology – Competition – Social & Cultural Factors

12

II) Evolution of Business Environment in India :Pre British Period - British Period - From Independence to Indira Gandhi Era - Rajiv Gandhi & Chandra Shekhar Period ;Post 1990- Liberalisation & Globalisation of Indian Economy

13

III) International Business Environment & India

Change in Political Systems - International Treaties & Impact on Indian Economy - Challenges for Indian Economy

12

IV) Indian Response to the Evolving Business Environment

Government Policies since the year 2000 - Global Capital Flows, Banking & Capital Markets - Investment Opportunities for Indian Industry - Response of Indian Industrialists

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Reference Books

Sr No Title Author Publisher

- 1 Business Environment Cherunilam F Himalaya Mumbai
- 2 Essentials in Business Environment Aswathappa Himalaya Mumbai
- 3 Business Environment Raj Aggarwal Excel Books, Delhi
- 4 Business Environment Mathew M RBSA, Jaipur
- 5 Strategic Planning for Corporate Ramaswamy V McMillan, New Delhi

2:2 Industrial Law

Objectives : The subject should be taught keeping in mind that the BMS students will be joining the industry, therefore the emphasis should be on the practical aspect and uses of Industrial Law by the Organisation

Unit

Number

Topics Number of

Lectures

I) Laws related to Industrial Relation and Industrial Disputes

i) Industrial Disputes Act, 1947

(Definitions , authorities award and settlement, strikes, lockouts, layoffs, retrenchment and closure)

ii) The Trade Unions Act, 1926

20

II) Laws related to Health, Safety and Welfare

i) The factories Act, 1948

(Provisions related to approval, licensing, registration, inspecting staff, health safety and welfare)

10

III) Social Legislations

i) Employees' State insurance Act, 1948 (Committees councils and various benefits)

ii) Employees' Provident fund and iii) Miscellaneous Provision Act, 1948 (schemes, administration and determination of dues)

10

IV) Laws related to Compensation Management

The Payment of Wages Act, 1948 (Objectives , Definitions, authorized deductions)

i) The Minimum wages Act, 1948

iii) The Payment of Gratuity Act, 1972

20

Reference Books :

Sr No Title Author Publisher

1 Industrial and Labour Laws Dr.Sanjeev Kumar Bharat Law H P Ltd

2 Commercial and Industrial Law S K Dasgupta Sterling Publishers Pvt Ltd

3 Bare – Acts ---- Govt. Publications

4 Industrial Law Mr.N.D.Kapoor Sultan Chand

5 Industrial and Labour Laws Dr.Sanjeev Kumar Bharat Law House (P) Ltd.

6 Industrial Participation Bell D Pitman London

7 . Employee's Provident Fund Chopra D.S Labor Law Agency

8 Industrial Law Mr.P.L.Mallick Mr.P.L.Mallick

2.3 : Computer Applications in Business

Unit

Number

Topics No. of Lectures

I) **Advanced Spreadsheets.**

A) Multiple spreadsheets

1. Creating and Using templates

2. Creating and Linking Multiple Spreadsheets.

3. Add Headers/Footers to a Workbook.

4. Create Formulas that use references to cells in different worksheets.

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5. Creating and using named ranges

B) Functions

1. Financial functions: FV, PV, PMT, PPMT, IPMT, NPER, RATE, NPV, IRR

2. Database Functions VLOOKUP, HLOOKUP

3. Conditional Logic functions IF, COUNTIF, SUMIF

C) Data Analysis

1. Using Scenarios, creating and managing a scenario.

2. Using Goal Seek.

3. Using Solver

4. Pivot Tables – Building Pivot Tables, Pivot Table regions. Rearranging Pivot Table.

5. Creating simple macros.

(II) Web Designing Using HTML

1. Evolution of HTML

2. Concept of Hyper Text, Tags

3. Structure of an HTML file

4. Basic Tags - <head>, <title>, <body>, <h1> to <h6>, <p>,
5. Formatting text – Logical and Physical tags
6. Style Sheets
7. Creating Lists and Tables
8. Adding graphics with and without text, alignment.
9. Creating links – internal and External, mail links
10. Creating Frames
11. Creating Forms.
12. Understanding How softwares like Front Page, Dream Weaver Create HTML files.
13. Uploading HTML Pages using SW like Cute FTP, WS FTP

15 III E-Commerce

1. Definition Diff. between Ecommerce and E-business
2. E-commerce infrastructure, Packet switching, TCP/IP, IP addresses Domain Names.
URL.5.HTIP, SMTP.POPMAP, SSL, TELNET, FINGER, TRACERT
3. Development of web Browsers Hypertext
4. Features of E-commerce (Advertising)
5. Types of E-commerce (B2C, B2B, C2C, P2P)
6. Business Models in E-Commerce (Revenue, Advertising Subscription, Transaction Fee, Seles Revenue, Affiliate Revenue)
7. Major B2c models (Portal, Etailer. Content Provider Transaction Broker, Market Creator. Service provider, Community provider.
8. E-commerce Security : Integrity, Non Repudiation, Authenticity, Confidentiality, privacy, Availability.
9. Encryption : Definition, Symmetric Key Encryption, DES (Data Encryption Standard, PKI (Public Key infrastructure) Signatures. Digital signatures., SSL.
10. Payment Systems: Digital Cash, Online stored value digital accumulating balance payment, Digital credit accounts, digital checking.
11. How an Online credit card transaction works SET protocol
12. Limitation of E-commerce

15 IV MIS

1. Introduction to MIS
2. Meaning Basic concepts.
3. BPS Introduction and Understanding the concept.
4. ERP What is ERP? What are its advantages?

5

Reference Books :

Sr No Title Author Publisher

- 1 Excel-Missing Manual Mathew McDonald O Reilly Press
- 2 Learning Web Design – A Beginners Guide to HTML , Graphics and Beyond
Jennifer Niederst O Reilly Press
- 3 E-Commerce Kenneth C Laudon, Pearson Education
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Carol Traver
- 4 E-Commerce Awad Prentice Hall India
- 5 HTML. Back Book Steven Holzner Dream Tech Press
- 6 Managing with Information Jerome Kanter Prentice Hall India
- 7 MS Office 97 Advanced Technologies Shelly Cashman Series ----
- 8 ERP – A Managerial Perspective S – Sadagopan Tata Mcgraw Hill

2.4 : Managerial Economics – I

Unit

Number

Topics No. of Lectures

I Introduction

Meaning and Scope of managerial economics- relationship to economic theory-relationship with decision theory- role of managerial economics- objectives and constraints of the firm- introduction to risk, asymmetric information and game theory

15

II Demand Analysis

Meaning of demand-Market demand function -Demand curve, factors affecting demand-Variation and increase/decrease in demand-Elasticity of demand- Graphical representation of price elasticity of demand Price- income and cross elasticity of demand-

Estimation of demand-Numerical problems for measurement of elasticity

15

III Production and Costs

Meaning of production- Types of production function – Importance of production function in managerial decision-making – Application of production function in productive sectors (service and manufacturing) –Economies of scale and scope.

|

Importance of cost in managerial decision-making – Economic concepts of cost – Functional form of short run and long run cost – Estimation and alternative methods of estimation of cost - LAC as a decision making tool – Impact of learning curve.

15

IV Market Structures

Meaning of market structure, need for analyzing market structure, types of markets

Perfect competition & Monopoly

Features-Representative firm, and industry-Equilibrium in short and long run-Price and output determination using diagrams-Normal profits, losses and supernormal profits in short run-Long run and normal profit-Merits and limitations of perfect markets

Oligopoly and Monopolistic Competition

Oligopoly-definition and characteristics-Collusion and cartel-Non-price competition- Price stickiness and kinked demand

M

Monopolistic competition-definition and characteristics-Equilibrium-Price and output determination

15

Reference Books :

Sr

No

Title Author Publisher

- 1 Managerial Economics Dean Joel Eastern Edition
- 2 Managerial Economics Almand Excel Books, New Delhi
- 3 Managerial Economics Hague, D., Longman, London
- 4 A study of Managerial Economics Gopalakrishna Himalaya Mumbai
- 5 Managerial Economics Cauvery, R. et al; S. Chand, New Delhi
- 6 Managerial Economics Paul G Keat, K Y Young
Prentice Hall Publication
- 7 Managerial Economics: Analysis,
Problems, Cases
Lila J. Truett and Dale B.
Truett
John Wiley & Sons
- 8 The Economy Today Bradley R Schiller McGraw-Hill
- 9 Principles of Economics Robert H Frank and Ben S
Bernanke (2007)
Tata McGraw-Hill, New
Delhi.
- 10 Managerial Economics Ahuja HL (2007): S. Chand & Co, Delhi
- 11 The New Managerial Economics William Boyce Biztantra
(Suggested Readings: Samuelson pp 46-61, Mark Hirschey pp 179-206

2:5 Business Statistics :

Unit

No.

Topics No. of lectures

I Descriptive Statistics For Univariate Data

Introduction to Statistics: Types of data. Data collection methods – Census and Sample Survey:

Presentation of data: Tabular (Frequency distribution) and Graphical (Frequency Curve, Ogives, Histogram)

Measures of Central Tendency: Arithmetic mean, median, mode, geometric mean-their properties and applications.

Measures of Dispersion: Absolute measures – Range, Quartile deviation, Standard deviation, Variance and Relative measures – coefficient of range, coefficient of quartile deviation, coefficient of variation.

15

II Forecasting Techniques

Correlation and Regression: Karl Pearson's coefficient of correlation (Properties and calculation); Spearman's Rank Correlation coefficient. Linear regression equation – Statement and use.

Time Series: Components. Additive and multiplicative models,

Estimation of linear trend by

(i) least squares method

(ii) moving average method.

Determination of seasonal trend using simple average method.

Index Numbers: Meaning and uses, Simple and composite index number.

Aggregative and average of price relatives – simple and weighted index numbers.

Construction of index number-fixed and chain base.

Laspayre's Paasche's Kelly's and Fisher's index numbers.

Construction of (i) consumer price index

(ii) Cost of living index numbers.

Deflating, Splicing, Shifting of Base Year.

Conversion from fixed Base to Chain Base index numbers and vice-a-versa..

15

III Probability and Probability Distribution:

Probability: Sample space as a concept, different types of events.

Definition of probability.

Addition and Multiplication Laws of probability

(Statements and use only) conditional probability ,

Bayes' Theorem (concept only)

Random Variable, Expectation and Variance. Probability distributions- Binomial and Normal.

15

IV Testing of Hypotheses:

Sampling distribution : Sample mean and sample proportion.

Determination of sample size. Central Limit Theorem (Statement only)

Hypothesis: Simple and composite, null and alternative.

Two types of errors, level of significance(concepts only)

Large sample test Tests based on Normal distribution (Tests for mean and difference in two means, proportion and difference in two proportions). Interval estimation. t-test (concept only)

15

Reference Books

Sr Title Author Publisher

No

**1 Statistics for Management Richard Levin and
David S. Rubin
Prentice Hall of India,
New Delhi**

**2 Statistics for Business & Economics David R Anderson,
Dennis J Sweney
Thompson Publication
(Scuta Eastern)**

**3 Fundamentals of Statistics S.C. Gupta Himalaya Publishing
House.**

4 Business Statistics Bhardwaj Excel Books, Delhi

**5 Introduction to Probability
theory and its Application
Feller W. Wiley**

**6 Data Analysis for
Managers**

Roberts H Scientific Press

**7 Statistics For Management Sharma Himalaya Publishing
House.**

8 Theory and Problems of Statistics M.R. Spiegel, McGraw Hill Publishing Co.

**9 Elementary Statistics S.P. Gupta and Archana
Gupta
Sultan Chand and Sons,
New Delhi**

10 Business Statistics J. S. Chandan Vikas Publishing House

**11 Mathematics for Business and Social
Sciences**

Mizrahi and Sullivan John Wiley and Sons

12 Mathematics for Business Studies J.K. Thukral Mayur Publications

**13 Business Mathematics S.K. Singh & J. K. Singh Brijwasi Book distributors
and publishers.**

**14 Theory & Problems of Business
Statistics**

**Schaum's Outline Series McGraw Hill Book
Company**

**2:6 Introduction to Cost Accounting
Unit**

no.

**Topics No. of
Lectures**

**I *Introduction & Importance of Cost Accounting:* Cost, costing, Cost
accounting ; Cost ascertainment ; Cost control; Cost classification ; Reporting
: Distinction between cost & financial accountancy ; Advantages of cost
accounting ; Objectives of cost accounting**

15

II A .Elements of Cost: material-labour- overheads

B .Bases of Cost Classification :

On the basis of :-

Behavior / Variability :

Element of cost including direct & indirect concept

Functions

C. Determination of Total Cost

Cost structure

Cost sheets

Composition of selling price

15

III Reconciliation between Cost and Financial Records

Meaning and Definition - Need for reconciliation - Causes of disagreement - Procedure and preparation of statement of reconciliation

15

IV Elementary Principles and Techniques of Marginal Costing

(Excluding Problems on Managerial Decisions)

A. Elementary Principles of Marginal Costing:

Meaning - Features of marginal costing - Advantages of marginal costing - Limitations of marginal costing - Concept of profit

B. Techniques of Marginal Costing

Contribution - Profit / volume ratio - Break even point

Margin of safety - Cost volume profit analysis

15

Reference Books :

Sr No Title Author Publisher

1 Management Accounting I.M Pandey Vikas Publishing

2 Cost Accounting

C.S. Rayudu Tata Mc. Grow Hill &

Co. Ltd., Mumbai

3 Cost Accounting Theory & Practice M.N. Aurora S. Chand & Co. (P)

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Ltd.,

New Delhi

4 Cost Accounting-A Managerial

Emphasis

Horngren, Charles, Foster

and Datar

Prentice Hall of India

5 Advanced Problems and Solutions in

Cost Accounting

Maheshwari S.N. S. Chand & Co. (P)

Ltd., New Delhi

6 Cost Accounting *Jain S.P., Narang K.L.* Kalyani, New Delhi.

7 Cost Accounting and Financial

Management

Ravi M. Kishore Taxman's,

8 Principles of Cost Accounting Vanderbeck Thomson learning

2:7 Environmental Management

Unit

no.

Topics No. of

Lectures

I Environment: Definition and Composition – Lithosphere ,Hydrosphere , Atmosphere ,Biosphere.

Biogeochemical cycles –Carbon , Nitrogen and Hydrological Cycle.

Man and Nature relation and interaction with respect to Food, Clothing,

Shelter and Occupation.: Concept of Ecology and Ecosystem.

15

II Resources and Wealth -- Meaning ,Types of Resources, Exploitation of

Resources , Use of Technology and its Impact on Natural Environment:

Wealth—meaning , Distinction between wealth and resources , Optimum

Conversion of Resources into wealth : Anthropogenic Waste- its effects,

Man-made Industrial waste.

15

III Environmental Degradation - Meaning , causes : Degradation of Urban

Land, Forest and Agricultural Land due to natural causes and human

interference: Global Warming.: Problems of non-degradable Waste-

Electronic Devices, Plastic and Man-made fibres.; Environmental

Assessment- Environmental Impact Assessment (EIA) , Environmental Auditing ,Environmental Legislation in India, Carbon Bank.

15

IV Environmental Management: meaning, development and environmental linkages. Environmental concerns in India . The need for sustainable development. Actions for environmental protection: national and international initiatives ,emerging environment management strategies , Indian initiatives - Environmental Protection Movements and NGOs in India. Disaster Management-meaning ,need and Planning with reference to Flood, Storms, Tsunami, Cyclones and Earthquakes in India

15

Reference Books :

Sr No Title Author Publisher

1 Centre for Science and Environment

The State of India's Environment

Society 1984-85 Reprint

_____ C.S.E, New Delhi

2 Environmental Priorities in India Khoshoo Environmental Society

New Delhi

3 Environmental Management N. K. Uberoi Excel Books, Delhi

4 Environmental Management H.V.Jadhav Vipul Prakashan , Mumbai

.

5 The Hindu Survey of Environment The Hindu Chennai

6 Environmental Economics, Karpagam M Sterling, New Delhi

Assessment Pattern

A) Internal Assessment - 40 Marks

The allocation of 40 marks shall be as follows:

A) i. For non-practical subjects:

Two best of three periodical class tests held in the given semester - 20 marks

ii. For Practical subjects: viz: 1.7, 2.3 Semester End Practical Examination- 20 marks, out of which 5 Marks are for Journal.

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B) Best of the two assignments with class presentations to be assessed by the teacher concerned.

20 Marks

B) SEMESTER END EXAMINATION – 60 MARKS

a) Duration – This examination shall be of 2 Hrs. duration.

b) Question paper pattern –

Section I (Compulsory -30 marks)

Q1. Concept Testing - based on entire syllabus 15 marks

Q2. Case study/problem/ Application 15 marks

Section II (30 marks -Any 3 Qs out of 4 Qs)

4 questions carrying 10marks each should cover all the 4 units

Marking and Grading Scheme

The Ordinances for examinations are same as the existing ordinances except for the introduction of the Grading scheme.

Class Division Marks Grade

I Class I-I 65 or Above O

I-II 60 – less than 65 A

II Class II-I 55 – less than 60 B

II-II 50 – less than 55 C

Fail --- Less than 50 D