

# **JAI HIND COLLEGE AUTONOMOUS**



## **Syllabus for F.Y.BMS**

**Course** : Bachelor in Management Studies  
(BMS)

**Semester : II**

*Credit Based Semester & Grading System*

*With effect from Academic Year 2018-19*

# List of Courses

**Course: Bachelor in Management Studies**

**Semester: II**

| <b>SR. NO.</b> | <b>COURSE CODE</b> | <b>COURSE TITLE</b>                        | <b>NO. OF LECTURES / WEEK</b> | <b>NO. OF CREDITS</b> |
|----------------|--------------------|--------------------------------------------|-------------------------------|-----------------------|
| <b>FYBMS</b>   |                    |                                            |                               |                       |
| 1              | CBMS201            | Principles of Marketing                    | 04                            | 03                    |
| 2              | CBMS202            | Business Environment                       | 04                            | 03                    |
| 3              | CBMS203            | Industrial Law                             | 04                            | 03                    |
| 4              | CBMS204            | Business Mathematics                       | 04                            | 03                    |
| 5              | CBMS205            | Cost Accounting                            | 04                            | 03                    |
| 6              | CBMS206            | Corporate Communication & Public Relations | 04                            | 03                    |

## Semester II – Application Based learning

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| <b>Course Code</b><br>CBMS201 | <b>Course Title: Principles of Marketing ( Credits: 03 Lectures/week: 4L)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                    |             |
| <b>Learning Objectives</b>    | 1) This course provides an introduction to basics marketing concepts.<br>2) Students will develop a comprehensive understanding of the subject and will be able to apply course concepts to real or imaginary products.<br>3) They will also appraise the opportunities and threats of conducting business in a world with fewer barriers                                                                                                                                                                        |             |
| <b>Unit – I:</b>              | <b>Introduction to Marketing</b><br>Introduction to Marketing: Definition, features<br>Introduction to Purchase Process (in Brief)<br>The 4P's and 4C's of marketing<br>Marketing v/s Selling.<br>Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges.<br>Orientations of a firm: Production concept; Product concept; selling concept, marketing concept, social relationship and Holistic marketing concept.<br>Introduction to Quality Research (through field visit)       | <b>15 L</b> |
| <b>Unit – II:</b>             | <b>The Micro Environment of Business</b><br>The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.<br>Macro environment: Political Factors; Economic Factors; Socio –Cultural Factors, Technological Factors (PEST Analysis)<br>Marketing research: Meaning, features, Importance of marketing research.<br>Types of marketing research: Product research; Sales research; consumer/customer research; production research | <b>15 L</b> |
| <b>Unit – III</b>             | <b>Marketing mix</b><br>Marketing mix: Meaning –elements of Marketing Mix<br>Marketing mix: Meaning –elements of Marketing Mix,<br>Branding<br>Packing and packaging – role and importance<br>Pricing – objectives- factors influencing pricing policy and Pricing strategy.<br>Physical distribution – meaning – factor affecting channel selection-types of marketing channels<br>Promotion – meaning and significance of promotion<br>Promotion tools (brief)                                                 | <b>15 L</b> |
| <b>Unit – IV</b>              | <b>Segmentation, Targeting, Positioning and Trends in marketing</b><br>Segmentation – meaning, importance, basis<br><br>Targeting – meaning and types<br><br>Positioning – meaning – strategies<br><br>New trends in marketing (practical learning) – E-marketing, Internet marketing and marketing using Social network<br>Ethics in marketing<br>AI, AR, VR, IOT, Voice (Alexa, Google Home)                                                                                                                   | <b>15 L</b> |

**Semester II – Application Based learning**

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| <b>Course Code</b><br>CBMS202 | <b>Course Title: Business Environment( Credits: 03 Lectures/week: 4L)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |             |
| <b>Learning Objectives</b>    | To develop the understanding about business and its integration and synthesis of various functions within the complex ENVIRONMENTAL settings.<br>To develop analytical skills for better understanding of business environment that they operate in, with a special emphasis on stakeholders needs and interests.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |             |
| <b>Unit – I:</b>              | <b>Introduction to Business Environment</b> <ul style="list-style-type: none"> <li>a) Business: Meaning, Definition, Nature and Scope, Types of Business Organizations</li> <li>b) Business Environment: Meaning, Characteristics, Scope and Significance</li> <li>c) Components of Business Environment</li> <li>Micro and Macro Environment: Definition, Differentiation</li> <li>d) Analysis of Business Environment</li> <li>Porter's Five Force Analysis</li> <li>e) Internal Environment: Value System, Mission, Objective, Organizational Structure, Organizational Resources, Company Image, Brand Equity</li> <li>f) External Environment: Firm, Customers, Suppliers, Distributors, Competitors, Society</li> <li>g) Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal Environment</li> </ul> | <b>15 L</b> |
| <b>Unit – II:</b>             | <b>Political &amp; Legal Environment</b><br>Political Institutions<br>Critical elements of Political Environment<br>Constitutional framework of India<br>The role of Government in Business<br><br>Economic Environment<br>Economic growth & National income<br>Economic Systems & Business environment<br>iii Economic reforms & Structural adjustment in India.<br>Fiscal Policy<br><br>Union budget & Taxation<br>Monetary Policy<br>Banking Sector Reforms in India.<br>Legal Environment<br>a) Changing Dimensions of Legal Environment in India<br>b) MRTPL<br>d) Consumer Protection Act<br>e) Competition Act 2002                                                                                                                                                                                                                                                                  | <b>15 L</b> |

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| <p><b>Unit – III :</b></p> | <p><b>Social , Cultural &amp; Technological Environment</b><br/> Social &amp; Cultural environment:<br/> i) nature, Elements of Social – Cultural Environment<br/> ii) Consumerism in India<br/> iii) Social Audit- Meaning and Importance of Corporate Governance.<br/> Technological Environment<br/> Features, Impact of Technology on Business,<br/> Patents laws- Technology Transfer</p> <p>Emerging Business Trends:<br/> Concept, Advantages and Limitations</p> <p>Network Marketing</p> <p>Franchising<br/> Business Process Outsourcing</p> <p>E-Commerce<br/> M-Commerce</p>                                                                                                                            | <p><b>15 L</b></p> |
| <p><b>Unit – IV:</b></p>   | <p><b>International Environment</b><br/> Globalization &amp; International Environment,<br/> Factors affecting International Environment<br/> Concept of Liberalization &amp; privatization in India<br/> Industrial Licensing policy, MSME policy<br/> Significance and role of FDI in developing Countries, Factors influencing FDI,<br/> Evaluation of New FDI policy<br/> Indian Trade Policy<br/> Mergers &amp; Acquisitions (Discussions)</p>                                                                                                                                                                                                                                                                 | <p><b>15 L</b></p> |
| <p><b>References:</b></p>  | <p>Networking Sessions OR Sessions by Industry Experts<br/> 1) “Economic Environment and Policies for Business”, Justin Paul, Delhi Mc Graw hill, 2012<br/> 2)The Business Environment, Ian Worthington and Chris Britton, Pearson, New Delhi, 2009<br/> 3)Business Environment, Francis Cherunilam.New Delhi, Himalaya Publishing House, 2015<br/> 4) Essentials of Business Environment2017, Aswathappa, 2017, New Delhi, Himalaya Publishing House.<br/> 5) Business Environment, Raj Aggarwal, Delhi, Excel Book, 2002<br/> 6) Future Shock by Alvin Toffler<br/> 7) The Third Wave by Steve Case<br/> 8) 'Getting to Yes' by Roger Fisher &amp; William Ury<br/> 9) Conflict management by Stephen Proksch</p> |                    |

**Semester II – Application Based learning**

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| <b>Course Code</b><br>CBMS203 | <b>Course Title: Industrial Law( Credits: 03 Lectures/week: 4L)</b>                                                                                                                                                                                                                                                                                                             |             |
| <b>Learning Objectives</b>    | To emphasise on the practical aspect and uses of Industrial Law by the Organisation                                                                                                                                                                                                                                                                                             |             |
| <b>Unit – I:</b>              | <b>Laws Related to Industrial Relations and Industrial Disputes</b><br><br>Industrial Disputes Act, 1947: Definition, Authorities, Awards, Arbitration & Dispute Resolution, Settlements, Strikes Lockouts, Lay Offs<br>Retrenchment and Closure<br>The Trade Union Act, 1926                                                                                                   | <b>15 L</b> |
| <b>Unit – II:</b>             | <b>Laws Related to Health, Safety and Welfare</b><br>The Factory Act 1948: (Provisions related to Health, Safety and Welfare)                                                                                                                                                                                                                                                   | <b>15 L</b> |
| <b>Unit – III:</b>            | <b>Social Legislation</b><br>Employee State Insurance Act 1948: Committees councils and various benefits<br>Employees’ Provident fund and Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues                                                                                                                                                   | <b>15 L</b> |
| <b>Unit-IV:</b>               | <b>Laws Related To Compensation Management</b><br>The payment of Wages Act 1948: Objectives, Definition, Authorized Deductions<br>Minimum Wages Act, 1948<br>The Payment Of Gratuity Act, 1972                                                                                                                                                                                  | <b>15 L</b> |
| <b>References:</b>            | 1) Industrial and Labour Laws, Dr. Sanjeev Kumar Bharat, Law H P Ltd ,2004<br>2) Commercial and Industrial Law, S.K. Dasgupta, Sterling Publisher,1984<br>3) Industrial Law, N.D. Kapoor, Sultan Chand,2011<br>4)Labour Law Agency Bare – Acts,Chopra D.S., Employee’s Provident Fund, Govt. Publications, 1961<br>5) Industrial Law, Mr.P.L.Mallick, Eastern Book Company,2007 |             |

**Semester II – Application Based learning**

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| <b>Course Code</b><br>CBMS204 | <b>Course Title: Business Mathematics( Credits: 03 Lectures/week: 4L)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |            |
| <b>Learning Objectives</b>    | <p>Challenge the student to understand how to process and interpret information to arrive at logical conclusions to common business math applications.</p> <p>Develop proficiency in the application to solve business math problems</p> <p>connect acquired knowledge and skills with practical problems in economic practice</p> <p>Use the results of mathematical calculations to help evaluate various options in reaching financial decisions, whether personal or business-related</p>                                                                                                                                       |            |
| <b>Unit – I:</b>              | <p><b>(Elementary Financial Mathematics)</b></p> <p>Simple and Compound Interest: Interest (compounded once a year, more than once a year, continuous, nominal and effective rate of interest)</p> <p>Annuity-Present and future value-sinking funds</p> <p>Depreciation of Assets</p> <p>Equated Monthly Instalments (EMI) - using flat interest rate and reducing balance method.</p> <p>Functions: Algebraic functions and the functions used in business and economics</p> <p>Break Even and Equilibrium point</p> <p>Permutation and Combination: (Simple problems to be solved with the calculator only)</p>                  | <b>15L</b> |
| <b>Unit – II:</b>             | <p><b>(MATRICES &amp; DETERMINANTS)</b></p> <p>Matrices</p> <p>Some important definitions and some important results.</p> <p>Matrix operation (Addition, scalar multiplication, matrix multiplication, transpose of a matrix)</p> <p>Determinants of a matrix of order two or three–</p> <p>Properties and results of Determinants</p> <p>Solving a system of linear equations using Cramer’s rule</p> <p>Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method</p> <p>Case study– Input Output Analysis</p>                                                                               | <b>15L</b> |
| <b>Unit – III:</b>            | <p><b>(Derivatives and its Application to Management)</b></p> <p>Introduction</p> <p>Rate of change (only concept)</p> <p>Types of derivatives – constant, algebraic, polynomial, exponential, logarithmic</p> <p>First and second order derivatives</p> <p>Rules for derivatives – sum/ difference, product, quotient, and chain rule. (implicit, parametric, taking logs on both sides omitted)</p> <p>Increasing/decreasing functions</p> <p>Marginal Cost/Supply/Revenue functions. Maxima/Minima. Profit Function</p> <p>Elasticity of Demand/Supply/Cost</p> <p>a) Optimization Problems</p>                                  | <b>15L</b> |
| <b>Unit – IV:</b>             | <p><b>(Integration)</b></p> <p>Integration as a revenue process of integration</p> <p>standard formulae – integration of constant function, <math>x^n</math>, <math>e^x</math>, <math>a^x</math>, <math>\log x</math></p> <p>Rules for integrals – sum, difference and scalar multiplications</p> <p>Simple problems on Integration techniques such as finding total cost from marginal cost, total revenue from marginal revenue</p> <p>Definite integrations :simple problems (No properties)</p> <p>a) Applications such producer’s surplus, consumer’s surplus, income inequality</p> <p>Basics of / Introduction to Python</p> | <b>15L</b> |

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| <b>References:</b> | <p>Sydsaeter Knut, Peter Hammond, Arne Strom, 2012, Essential Mathematics For Economic Analysis, (4th Edition), Pearson India</p> <p>Trivedi, Kashyap &amp; Chirag Trivedi, (2011,) Business Mathematics, Pearson India</p> <p>Qazi Zameeruddin, V.K. Khanna, &amp; S.K. Bhambri, (2009), Business Mathematics, (2nd Edition), Vikas Publishing House</p> <p>Chiang, Alpha C. ,( 2013), Fundamental Methods of Mathematical Economics ,(4th Edition), McGraw-Hill International</p> <p>Akhilesh, K.B. &amp; S. Balasubrahmanyam, (2009) , Mathematics and Statistics for Management, (1st edition), Vikas Publishing House</p> <p>Lipschutz, Seymour &amp; Marc Lars Lipson, (2017), Discrete Mathematics (Schaum's Outline Series) (3rd Edition), , McGraw Hill Education India.</p> <p>Sancheti , D.C. &amp; V.K. Kapoor, (2012), Business Mathematics, (11th edition), New Delhi, Sultan Chand and Sons</p> |  |





### Semester II – Application Based learning

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| <b>Course Code</b><br>CBMS205 | <b>Course Title: Cost Accounting( Credits: 03 Lectures/week: 4L)</b>                                                                                                                                                                                                                                                                                                                                                                                                                          |             |
| <b>Learning Objectives</b>    | To apply appropriate judgment derived from knowledge of accounting theory, to financial analysis and decision making                                                                                                                                                                                                                                                                                                                                                                          |             |
| <b>Unit – I:</b>              | <b>(Introduction to Cost Accounting)</b><br>Introduction to Markets<br>Meaning, Nature and scope<br>Objective of Cost Accounting-Financial Accounting v/s Cost Accounting<br>Advantages and disadvantages of Cost Accounting<br>d) Elements of Costs-Cost classification (concept only)- - Installation of Cost<br>Elements of Costs-Cost classification (concept only)- - Installation of Cost<br>Accounting System, Process (Simple and Inter process) and Job Costing (Practical Problems) | <b>15 L</b> |
| <b>Unit – II:</b>             | <b>(Elements of Cost)</b><br>a) Material Costing<br>Stock valuation (FIFO & weighted average method)<br>EOQ, EOQ with discounts<br>Calculation of Stock levels (Practical Problems)<br>Labour Costing – (Bonus and Incentive Plans) (Practical Problems)<br>Overhead Costing-(Primary and Secondary Distribution)<br>a)Marginal Costing                                                                                                                                                       | <b>15 L</b> |
| <b>Unit – III:</b>            | <b>(Reconciliation between Cost and Financial records)</b><br>A Cost Sheet (Current and Estimated)<br>(Practical Problems)<br>Reconciliation of financial accounts and cost accounting (Practical Problems)                                                                                                                                                                                                                                                                                   | <b>15 L</b> |
| <b>Unit – IV:</b>             | <b>(Elementary Principles and Techniques of Marginal Costing)</b><br>a) Uniform Costing and Inter firm Comparison<br>Emerging Concepts:<br>Target Costing<br>Benchmarking<br>JIT<br>The Balanced Scorecard<br>Strategic Based Control- concept, process<br>implementation of Balanced Scorecard<br>Challenges in implementation of Balanced Scorecard                                                                                                                                         | <b>15L</b>  |
| <b>References:</b>            | 1)Cost Accounting Theory and Practice, M.N. Arora S. 12 <sup>th</sup> edition, Vikas Publishing House Pvt. Ltd. , New Delhi,(2013)                                                                                                                                                                                                                                                                                                                                                            |             |

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| <p>2) Cost Accounting, Khan, M.Y. &amp; P.K. Jain, New Delhi, Tata McGraw-Hill Publishing Company Ltd. , (2000)<br/>3) Advanced Cost Accounting: (theory, Problems and Solutions), Arora M.N. New Delhi ,Himalaya Publishing House, (2010)</p> |  |
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**Semester II – Application Based learning**

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| <b>Course:</b><br>CBMS206 | <b>Course Title: Corporate Communication and Public Relations</b><br><b>(Credits : 3 Lectures/Week: 4 )</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |             |
|                           | <p><b>Objectives:</b><br/>To provide a basic understanding of the concepts of corporate communication and public relations and to introduce the various elements of corporate communication and considering their roles in managing organizations</p> <p><b>Outcomes:</b><br/>This course focuses on the management, strategic planning and implementation of marketing, communication, and public relations techniques to resolve corporate dilemmas</p>                                                                                                                                                                                           |             |
| <b>Unit I</b>             | <p><b>Foundation of Corporate Communication</b></p> <p>a) Corporate Communications: Scope and Relevance<br/>b) Corporate Communication in India<br/>c) Corporate Communication in Contemporary Organization<br/>d) Keys Concept in Corporate communication<br/>e) Stakeholder management and communication<br/>f) Ethics and Law in Corporate Communication.</p> <p>    i. Importance of Ethics in Corporate Communication<br/>    ii. Mass Media Laws: Defamation, Invasion of Privacy<br/>    iii Copyright Act<br/>    iv. Digital Piracy<br/>    v Information and data security and safety.</p> <p>Influencer Marketing /Digital Marketing</p> | <b>15 L</b> |
| <b>Unit II</b>            | <p><b>Understanding Public relation</b></p> <p>a) Fundamental of Public Relations<br/>b) Corporate Public Relations<br/>c) Public Relations for Small Businesses<br/>d) Transparency in Corporate Brand leverage management<br/>e) Emergence of Public Relations<br/>f) Theories of relationships, persuasion &amp; Social Influence, Mass communication<br/>g) Public Relations Roles &amp; Models<br/>h) Understanding public opinion<br/>i) Evaluating Public Relations Effectiveness</p>                                                                                                                                                        | <b>15 L</b> |
| <b>Unit III</b>           | <p><b>Functions of Corporate Communication and Public Relations</b></p> <p>a) Media Relations<br/>b) Employee Communication<br/>c) Crisis Communication<br/>d) Financial Communication<br/>e) Investors relationship management</p>                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>15 L</b> |
| <b>Unit 4</b>             | <p><b>Emerging Technology in Corporate Communication and Public Relations</b></p> <p>a) Contribution of Technology to Corporate Communication &amp; Public relations<br/>b) Corporate Blogging<br/>c) Digital PR Stroke, Online reputation management</p>                                                                                                                                                                                                                                                                                                                                                                                           |             |

**References:**

1. Paul A. Argenti,2012,Corporate Communications, McGraw-Hill Education,
2. Parvati Mahalanobis,2005, Textbook of Public Relations and Corporate Communications,Dominant publishers & Distributors
3. Harvard Business School ,2006, The Essentials of Corporate Communications and Public Relations, Harvard Business School Press
4. Iqbal S. Sachdeva,2009, Public Relations: Principles and Practices, Oxford University Press
5. Dan Lattimore,2007,Public relations: The profession & Practice, McGraw Hill
6. Joep Cornelissen,(2011)Corporate Communication: Guide to Theory and practice, Delhi, Sage publications



