



JAI HIND COLLEGE

Basantsing Institute of Science & J. T. Lalvani College of Commerce
and Sheila Gopal Raheja College of Management.

Empowered Autonomous

"A" Road, Churchgate, Mumbai - 400 020, India

**Affiliated to
University of Mumbai**

**Program: Bachelor of Management Studies
(BMS)**

**Choice Based Credit System (CBCS) under NEP-2020
with effect from the academic year 2023-2024**

Syllabus as approved by Statutory Committees

LOCF Document

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PREAMBLE

In the ever-evolving realm of business and management, effective leadership, innovative thinking, and a profound understanding of organizational dynamics are paramount. Bachelor of Management Studies (BMS) program is dedicated to nurturing the talents of future business leaders and managers who will excel in today's dynamic and competitive environment. The BMS program is designed to provide students with a comprehensive and holistic education in management, encompassing a wide array of disciplines, from strategic planning to human resource management, from entrepreneurship to leadership development. We believe that a strong academic foundation, coupled with practical experience, is the key to success in the world of management. Our mission is to empower students to become adept problem solvers, ethical decision-makers, and visionary leaders. Through a blend of rigorous coursework, experiential learning opportunities, and a commitment to fostering creativity and innovation, we prepare our students to thrive in the fast-paced and ever-changing world of business. The BMS programme focuses on an interdisciplinary approach towards developing students in order to excel in managerial and entrepreneurial skills. The students will be exposed to various functional areas of Management such as Marketing, Finance and Entrepreneurship. The programme will offer an opportunity for every student to determine, to design and to develop his/her own areas of expertise. The student-centric learning will be adopted through various pedagogical tools like business games, management games, simulations, case studies, internships, guest lectures, conferences, research projects, and industrial visits. The Inter-disciplinary Courses embedded into the programme encompasses the various nuances of technology, sociology, philosophy, economics, life, tourism, history, political science and media. The programme will also train the students to develop social sensitivity skills, expressive skills, knowledge acquisition skills, knowledge application skills, self enhancement skills and business research skills. The National and International Level Management Fests and Co-Curricular Activities will also enable the students to develop their leadership and their decision making skills, which are not only essential to face the challenges of today's business world but also to contribute immensely to both businesses and society. We take pride in our inclusive and diverse learning community, where collaboration and respect for different perspectives are core values. Our aim is to produce graduates who not only possess a deep knowledge of management principles but also demonstrate the leadership qualities, adaptability, and ethical integrity required to make a positive impact on organizations and society as a whole. As a student in BMS program, student will embark on a transformative educational journey that will prepare student to navigate the complexities of the business world. We are committed to growth and success of student.

I. Credit framework

Major- Management studies

Minor-Marketing/Finance

SEMESTER I

Types of courses

Sr No.	Type	COURSE TITLE
1	<u>Discipline Specific Core Courses</u> Major	Management Concepts & Organizational Behavior
2	<u>Minor Courses</u>	Principles and practices of Marketing
3	<u>Open Elective Courses</u>	Law for Entrepreneur -I
4		Statistical analysis
5	<u>Vocational Skill Elective Courses</u>	Conflict Management and Negotiation skills
6	<u>Skill Enhancement Elective Courses</u>	Fundamental of financial accounting
7	<u>Ability Enhancement Courses</u>	Business Communication
8	<u>Value Education Courses</u>	Understanding India- social, economic and cultural heritage
9	<u>Indian Knowledge System</u>	Indian Knowledge tradition

Credit structure

MINOR- MARKETING/FINANCE			
Semester I			
Sr no.	Type	Course Code	COURSE TITLE
1	Major	JUMGMS-DSC101	Management Concepts & Organizational Behavior
2	Minor	JUMGMS-MIN101	Principles and practices of Marketing
3	Open Elective	JUMGMS-OE101	Law for Entrepreneur -I
		JUMGMS-OE102	Statistical analysis
4	Vocational Skill Course	JUMGMS-VSC101	Conflict Management and Negotiation skills
5	Skill Enhancement Course	JUMGMS-SEC101	Fundamentals of financial accounting
6	Ability Enhancement Course	JUMGMS-AEC101	Business Communication
7	Value Education Course	JUMGMS-VEC101	Understanding India- social, economic and cultural heritage
8	Indian Knowledge Systems	JU-IKS-GEN101	Indian Knowledge tradition

SEMESTER II

Types of courses

Sr No.	Type	COURSE TITLE
1	<u>Discipline Specific Core Courses</u> Major	Business Environment
2	<u>Minor Courses</u>	Accounting for Managerial Decisions
3	<u>Open Elective Courses</u>	Law for Entrepreneur -II
4		Fundamental of Mathematics
5	<u>Vocational Skill Elective Courses</u>	Corporate Communication and Public Relations
6	<u>Skill Enhancement Elective Courses</u>	Fundamental of cost accounting
7	<u>Ability Enhancement Courses</u>	Business Communication
8	<u>Value Education Courses</u>	EVS
9	<u>Co-Curricular courses</u>	Yoga/ fitness/cultural activities etc

Credit structure

Type	COURSE CODE	COURSE TITLE	CREDIT
Major	JUMGMS-DSC201	Business Environment	4
Minor	JUMGMS-MIN201	Accounting for Managerial Decisions	4
Open Elective	JUMGMS-OE201	Law for Entrepreneur -II	2
	JUMGMS-OE202	Fundamental of Mathematics	2
VSC	JUMGMS-VSC201	Corporate Communication and Public Relations	2
SEC	JUMGMS-SEC201	Fundamental of Cost Accounting	2
AEC	JUMGMS-AEC201	Business Communication	2
VEC	JUMGMS-VEC201	EVS	2
CC		Yoga/ fitness/cultural activities	2
Total credit			22

II. Learning outcome based approach

Program outcome

- PO1.** Demonstrate fundamental knowledge in core functional areas of business.
- PO2.** Create evidence-based solutions to business problems or opportunities.
- PO3.** Evaluate the ethical implications of business practices.
- PO4.** Attain problem solving, decision making and critical thinking skills to provide viable solutions for business problems.
- PO5.** Demonstrate effective and collaborative interpersonal skills in a team setting.
- PO6.** Understand the dynamics, benefits, and challenges of diversity and inclusion within teams or organizations.
- PO7.** Apply business research skills to consolidate, synthesise, and analyse business information.
- PO8.** Demonstrate ability to apply conceptual and practical knowledge.
- PO9.** Facilitate the use of research and information from all mediums for the purpose of promoting critical thinking as it is applied to learning complex business concepts
- PO10.** Demonstrate knowledge of fundamental information technology tools and concepts
- PO11.** Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.
- PO12.** Apply the competencies and creativity required to undertake Business Management as a desirable and feasible career option.
- PO13.** Apply the competencies and creativity required to undertake entrepreneurship as a desirable and feasible career option.
- PO14.** Appreciate the significance of sustainable development
- PO15.** Demonstrate an understanding of every dimension of business & to analyse the character of the future business environment.

III. Graduate Attributes

A career in Management studies is especially suitable for people with an entrepreneurial flair and those who have good communication skills. The Bachelor of Management studies with a minor in Marketing /finance aims at preparing students to succeed in the business environment. The program focuses on providing students with business concepts and application-based learning.. Consequently, a prime decision that has been taken is to actively encourage skill-building. Therefore, we view it as an opportunity to learn new skills with the students, and use those skills to further help the students reach new heights. These skills relate to different fields of study and include problem solving, logical reasoning, innovative thinking, Digital marketing, Risk Management, to name a few . The coursework deals with management techniques that are applied to firms and corporations globally. Students develop understanding of what factors affect a global firm. The degree program enables students to analyze the international market scenario, where they can skilfully recognize business opportunities and learn how to exploit them profitably. BMS graduates will display the much needed and holistic attributes, including:

Disciplinary knowledge: Capable of demonstrating comprehensive knowledge of management studies and understanding marketing and finance that form a part of an undergraduate programme of study.

Communication Skills: Able to express thoughts and ideas effectively in writing and orally and can Communicate with others .Demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.

Critical thinking: Capable of analysing and evaluating arguments, claims, beliefs on the basis of empirical evidence; critically evaluate practices, policies and theories

Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of problems to real life situations.

Analytical reasoning: Ability to evaluate and identify logical flaws; analyse and synthesise data from a variety of sources; draw valid conclusions and support them with evidence and examples

Research-related skills: Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions

Cooperation/Teamwork: Ability to work effectively and respectfully with diverse teams and possess shared leadership.

Reflective thinking: Critical sensibility to lived experiences, with self-awareness and reflexivity of both self and society.

Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate social media tools for solving business problems.

Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

Multicultural competence: Appreciate diversity to communicate effectively in international and cross-cultural contexts, and facilitate collaborative professional partnerships.

Moral and ethical awareness/reasoning: Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business. appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision,

Lifelong learning: Ability to acquire knowledge and skills, including ‘learning how to learn’, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.

IV. Programme Objective:

The programme aims to fulfill the following objectives:

- To generate conceptual and empirical knowledge in the field of business management.
- To disseminate knowledge regarding rigorous interdisciplinary research practices.
- To promote ethical research practices.
- To extend the horizon of knowledge in various domains of business management.
- To promote research that leads to actionable decisions by the industry.
- To develop an Entrepreneurial mindset.

IV. Teaching Learning Process

A variety of teaching and learning techniques are employed to impart knowledge and skills to students . Lectures, case analysis, simulation games and exercises, syndicates, group discussions and practical project work are commonly used to develop conceptual, analytical and decision making skills and to prepare the students to face the challenges of the complex business and organizational environment.

Live Projects:

Though classroom learning is given , students are required to undertake a number of practical projects in the different courses of the programme for which the information gathered from business/industry is analyzed and presented in the form of reports and presentations.

Internships

While exposing the students to the theories and concepts of modern management, no efforts are spared to develop a practical orientation in them. Students will be required to undertake practical training in an organization. Each student is selected by a reputed company and given a practical assignment. The student works under the guidance of a senior manager in the organization and submits a report to the organization.

Case Method:

The case method of learning is one of the most used pedagogical approaches. Almost all courses have sessions structured around case studies. Learning through the case method entails discussion of real-life decision scenarios faced by business executives. The instructor acts as a lead discussant and facilitator. Students learn from their peers who add to discussion through their varied experiences. In addition to the concepts that are learnt through the discussion, students also learn key managerial skills such as analytical thinking, listening and persuasion through this method.

Simulations and experiential exercises:

Students learn from hands-on experiential exercises. Few courses are entirely based on simulation of a company's strategy formulation and execution is also being offered. The use of spreadsheets to visualize information and to analyze different scenarios enhances conceptual understanding and will enable the students to make decisions based on data and careful analysis.

Guest lectures from practicing professionals:

The course instructors are encouraged to invite practicing professionals from industry to deliver sessions as part of courses and share cutting edge industry knowledge and practice. Most courses have two sessions delivered by Industry Experts. This is in addition to the other opportunities students have to learn from practicing managers such as institute events, Insight Guest Lecture Series conducted by the institute,

Learning from movies:

Some instructors have used movies/documentaries as part of their courses. Through vivid and easily understood depictions, movies enable students to empathize with the business and moral dilemmas faced by characters and plots.

V. Assessment Methods / Evaluation Scheme

Evaluation for the BMS programme consists of two components, viz. Continuous Assessment (CA) and Semester End Examination (SEE) with the weightage of 50% and 50% respectively. Continuous Assessment (CA) includes Test /Quiz /Assignment / Presentation /Project / Research article /Seminar etc. The End Semester Examination will be conducted at the end of each semester. The duration and maximum marks for the Semester End Examination of 4 credit is 2 hours . The duration and maximum marks for the Semester End Examination of 2 credit is 1 hour applicable for Major, Minor, OE and AEC.

To pass a course a student has to score a minimum of 40% of the total marks assigned to each component i.e. the student has to score 40 % or more in CA (continuous assessment) and 40 % or more in semester end examination (SEE) separately.

	Credit	Total marks	SEE	Duration (in hours) for SEE	Multiple Continuous assessment (CA) During the semester*
MAJOR	4	100	50	2	50
MINOR	4	100	50	2	50
OE	2	50	25	1	25
AEC	2	50	25	1	25
SEC**	2	50			25
VEC*	2	50			50
IKS*	2	50			50
VSC**	2	50			25

*Multiple assessments to be conducted during the semester

**Skill based assessment at the end of the semester for 25 marks.

VI. SYLLABUS

FYBMS UNDER NEP with effect from 2023-24

MAJOR course

<p>Course code:</p> <p>JUMGM S-DSC101</p>	<p>Course Title: MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR</p>	<p>(Credits :4 Lectures/Week: 4)</p> <p>Total lectures: 60</p>
	<p>Course description:</p> <p>The dynamic business environment compels managers to perform a challenging role in steering the organizations' success to new heights. This comprehensive introductory course has been designed to provide valuable insights into the functions of modern-day managers. By tracing the historical evolution of management thought, it explores the basic concepts, principles and theories of management. It orients the learners towards basic understanding of managerial functions like planning, organizing, staffing, motivation, communication, controlling and supervision. By focusing on the contemporary challenges faced by organizations in recent years, it enables the proponents to cater to global needs and gather skills that ensures employability and sustainability in the corporate world.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. Introduction to fundamentals of business management. 2. To develop practical management, including the ability to work in teams, to communicate clearly, both for managerial and scientific purposes. 3. To equip students with managerial skills alongside with their knowledge of the subject, making them better leaders <p>Outcomes:</p> <p>CO1: Demonstrate understanding of the role of managers in an organization</p> <p>CO2: Summarize the elementary concepts, principles and theories of management</p> <p>CO3: Examine the managerial functions having an impact on the organizational effectiveness</p> <p>CO4: Discuss initiatives to address the contemporary issues and challenges in management</p> <p>CO5: Assess ethical workplace practices</p>	

Unit I	<p>Introduction to Management</p> <ol style="list-style-type: none"> 1. Evolution of Management 2. Agency Theory and Stewardship Theory 3. Decision Making Process 4. Managers and you in the workplace 	15 L
Unit II	<p>Planning and Organising</p> <ol style="list-style-type: none"> 1. Goals and plans, Annual Business planning/corporate planning 2. Long and short term, Strategic planning, Execution planning, Strategic framework- OGSM 3. Organizing: Organizational Design, Elements of Organizational 4. Design, Organizing around Teams, team building and result orientation 5. Introduction to Organization and Human behavior 	15 L
Unit III	<p>Leading and motivation</p> <p>a) Leading</p> <ol style="list-style-type: none"> i. Early Leadership Theories: Leadership Traits and behaviour ii. Contingency Theories: Fiedler’s Model, Hersey and Blanchard’s Situational Leadership iii. Contemporary Views of Leadership iv. Leadership Issues in 21st Century v. Leadership skills and qualities <p>b) Motivation:</p> <ol style="list-style-type: none"> i. Contemporary Theories of Motivation: Goal setting Theory, Reinforcement Theory, Equity Theory, Expectancy Theory ii. Current Issues in Motivation 	15 L
Unit IV	<p>Directing, monitoring and controlling</p> <ol style="list-style-type: none"> a) The Process for Directing, monitoring and controlling b) Controlling for Organisation and Employee Performance c) Tools for Measuring Organisational Performance d) Time management and work life balance e) difference between management control and business control 	15 L

References:

1. Stephen Robbins, 2017, Principles of Management, Pearsons, Delhi.
2. John Child, 2015, John Wiley & Sons Organization: Contemporary Principles and Practice” New Delhi.
3. Stoner, J. A. and Freeman E, 2010, Management, Pearson, Delhi.
4. Tripathi Prakash, 2008, Principles of Management, Tata McGraw-Hill Education, Delhi.
5. Koontz, 2006, Principles of Management, Tata McGraw-Hill education.

Evaluation Scheme

Evaluation for the BMS programme consists of two components, viz. Continuous Assessment (CA) and Semester End Examination (SEE) with the weightage of 50% and 50% respectively. Continuous Assessment (CA) of 50 marks will include Test /Quiz /Assignment / Presentation /Project / Research article /Seminar etc. The End Semester Examination will be conducted at the end of each semester.

Continuous assessment (CA): 50 marks

Semester End Examination(SEE)-50 Marks

SEE

Unit	Knowledge	Understanding	Application	Total Marks
I	2	3	7	12
II	3	2	7	12
II	2	3	8	13
IV	3	2	8	13
Total Marks Per Objective	10	10	30	50
% Weightage	20%	20%	60%	

MINOR

<p>Course Code: JUMG MS- MIN101</p>	<p style="text-align: center;">Course Title: Principles and Practices of Marketing</p>	<p>(Credits :4 Lectures/Week: 4) Total lectures: 60</p>
	<p>Marketing is a particularly stimulating subject for learners, since its practical application is visible every day. Old rules of marketing are no longer useful to those who want to influence these new consumer's choices. This course will lead the exploration of the leading edge of this paradigm shift that is now underway. This course introduces students to the concepts and processes of marketing and takes them deeper into the world of marketing.</p>	
	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. Understand Marketing as a Business Function 2. Acquiring Conceptual Clarity of Marketing as a Function. 3. Ability to analyse the importance and impact of marketing function in an organization. 4. Demonstrate an ability to evolve marketing strategies for organizational benefits. <p>5. Course Outcomes:</p> <p>CO1.Demonstrate an understanding of the role of marketing in the internal and external business environments. CO2.Demonstrate knowledge of product development, pricing, distribution and promotion and the extended marketing mix. CO3.Recall, relate and infer the marketing concepts to adapt to the business environment. CO4.Develop and demonstrate marketing skills to apply and extend its role in an organization CO5.Design and develop integrated marketing strategies for products for organizational and societal benefits.</p>	

<p>Unit – I:</p>	<p>Introduction to Marketing</p> <ul style="list-style-type: none"> a) Introduction to Marketing: Definition, features b) Introduction to Purchase Process (in Brief) c) The 4P’s and 4C’s of marketing d) Marketing v/s Selling. e) Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. f) Orientations of a firm: Production concept; Product concept; selling concept, marketing concept, social relationship and Holistic marketing concept. g) Introduction to Quality Research (through field visit) 	<p>15 L</p>
<p>Unit – II:</p>	<p>The Environment of Business</p> <ul style="list-style-type: none"> a) The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. b) Macro environment: Political Factors; Economic Factors; Socio -Cultural Factors, Technological Factors (PESTEL Analysis) c) Marketing research: Meaning, features, Importance of marketing research. d) Types of marketing research: Product research; Sales research; consumer/customer research; production research e) Generation and gender diversity differentials 	<p>15 L</p>
<p>Unit – III</p>	<p>Marketing mix</p> <ul style="list-style-type: none"> a) Marketing mix: Meaning –elements of Marketing Mix b) Marketing mix: Meaning –elements of Marketing Mix, c) Branding d) Packing and packaging –role and importance e) Pricing –objectives-factors influencing pricing policy and Pricing strategy. f) Physical distribution –meaning –factor affecting channel selection-types of marketing channels g) Promotion –meaning and significance of promotion, Promotion tools (brief) 	<p>15 L</p>

Unit – IV	<p>Segmentation, Targeting, Positioning and Trends in marketing</p> <ol style="list-style-type: none"> Segmentation –meaning, importance, basis Targeting –meaning and types Positioning –meaning –strategies Vals psychographic segmentation New trends in marketing (practical learning)–E-marketing, Internet marketing and marketing using Social network Ethics in marketing: AI, AR, VR, IOT, Voice (Alexa, Google Home) 	15 L
	<p>References:</p> <ol style="list-style-type: none"> Kotler, Phillip; Kevin Keller; Abraham Koshy and Mithileshwar Jha, (2009), Marketing management, A South Indian Perspective, 13th Edition, Chaukhamba Auriyantaliya. Walker B.J and Michael J. Etzel, (2004), Marketing: Concepts and Cases, (Special Indian Edition), 8th Edition, Tata McGraw Hill Education. Kurtz,(2009), Principles of Marketing, 12th Edition, CENGAGE Learning India Pvt. Ltd. Ries AL and Jack Trout, (2001), Positioning: The Battle for Your Mind, 2nd edition, McGraw Hill Education. The Marketing white book (MCQ based evaluation). 	

Evaluation Scheme

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Continuous assessment (CA): 50 marks

Semester End Examination(SEE)-50 Marks

SEE

Unit	Knowledge	Understanding	Application	Total Marks
I	2	3	7	12
II	3	2	7	12

II	2	3	8	13
IV	3	2	8	13
Total Marks Per Objective	10	10	30	50
% Weightage	20%	20%	60%	

OPEN ELECTIVE

<p>Course Code JUMGMS- OE101</p>	<p align="center">Course Title: Law for Entrepreneurs-I</p>	<p align="center">(Credits: 2 Lectures/Week: 2)</p> <p align="center">Total lectures: 30</p>
	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. Get exposed to the objects & broad framework of legislative enactments within which business operates. 2. Work in teams and independently to meet deadlines, delivery styles and specified quality standards. 3. Negotiate, resolve and advance a cultural-sensitive and legally-appropriate solution to business problems. <p>Course Outcomes:</p> <p>CO1. Demonstrate an understanding of the basic principles related to contracts, negotiable instruments, agency, employment, government regulations, liquidation of companies, insurance and revenue</p> <p>CO2. Display an awareness of potential restrictions in applying prevailing laws</p> <p>CO3. Identify, critically analyse and discuss business and company-related legal issues</p>	

<p>Unit I</p>	<ol style="list-style-type: none"> 1. Companies Act, 2013. Understanding the essence of a company –Lifting Corporate veil- 2. Doctrines of Constructive Notice, Indoor Management- Foreign Company, Government 3. Company- Incorporation of Company- Memorandum of Association & Articles of association – 4. Prospectus - Meetings - Board of Directors. 	<p>15 L</p>
<p>Unit II</p>	<ol style="list-style-type: none"> 1. 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 2. Indian Partnership (The Indian Partnership Act, 1932) and LLP Act, 2008.Essentials of Partnership - Partnership Formation - Types of Partnerships - Dissolution of Partnership - Rights, Duties and liabilities of partners. 	<p>15L</p>
<p>References:</p> <ol style="list-style-type: none"> 1. N.D.Kapoor, 2014, Elements of Mercantile Law, New Delhi, Sultan Chand & Sons 2. K.R.Bulchandani,2007,Business Law, Mumbai, Himalaya Publishing House 3. S S Gulshan,2013, Business Law, Delhi, Excel Books 4. P.K.Goel,2009, Business Law, New Delhi, Biztantra M.C.Shukla ,2010,A Manual of Mercantile Law, New Delhi, S. Chand & Co 		

Evaluation Scheme

Evaluation for the BMS programme consists of two components, viz. Continuous Assessment (CA) and Semester End Examination (SEE) with the weightage of 50% and 50% respectively. Continuous Assessment (CA) of 25 marks will include Test /Quiz /Assignment / Presentation /Project / Research article /Seminar etc. The End Semester Examination will be conducted at the end of each semester.

Continuous assessment (CA): 25 marks
Semester End Examination(SEE)-25Marks

SEE

Unit	Knowledge	Understanding	Application	Total Marks
I	2	3	7	12
II	3	3	8	13
Total Marks Per Objective	5	5	15	25
% Weightage	20%	20%	60%	

OPEN ELECTIVE

<p align="center">Course code: JUMGMS- OE102</p>	<p align="center">Course Title: STATISTICAL ANALYSIS</p>	<p align="center">(Credits : 2 Lectures/ Week: 2) Total lectures: 30</p>
	<p>Course description: Statistical analysis helps us to make business decisions under uncertainties based on numerical and measurable scales. Decision making process should be always objective and in order to make unbiased decisions, collection and analysis of quantitative data as well as interpreting the results necessitates an understanding of statistical tools and models. As a result, it is essential for individuals working in this environment to have the knowledge and skills to interpret and use appropriate statistical tools and statistical techniques in various scenarios</p> <p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To familiarize the students with the statistical concepts and its application in real life decision making 2. To provide elementary but comprehensive introduction to application-based problems in Statistics, without resorting to complex matrix algebra, calculus, statistics, etc., beyond the elementary level of the students' understanding. 3. Locate/identify data/information to examine and understand current status. Interpret trends and estimate projects and communicating in different business contexts 4. Appreciate the role of various statistical concepts and apply relevant equations/formulae as an aid to business decision making. 5. To explain the Application of statistics concepts through MS Excel for better interpretations of different cases and their results. <p>Course Outcomes:</p> <p>CO1.Appreciate the significance and the value of the application of the principles of Statistics in the use of</p>	

	<p>scientific methodology of management.</p> <p>CO2. 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> <p>CO3. Demonstrate how to summarize particular data using different methods and also to interpret how variability in any data plays a very important role for any Analysis.</p> <p>CO4. Predict a particular variable with the help of independent variables which is widely used in Finance, Business & Economics.</p> <p>CO5. Apply various statistical techniques using MS Excel which is widely used in many different industries and also hands on experience of Data Analysis tool in MS Excel..</p>	
Unit I	<p>Descriptive Statistics</p> <p>a) Measures of Central Tendency: Arithmetic mean, median, mode, geometric mean-their properties and applications</p> <p>b) Measures of Dispersion: Absolute Measures: Range, Quartile deviation, Standard deviation. Variance</p> <p>c) Relative measures coefficient of range, coefficient of quartile deviation. Coefficient of variation</p> <p>d) Karl Pearson's coefficient of correlation, Spearman's Rank Correlation coefficient</p> <p>e) Time Series: Components Additive and multiplicative models</p> <p>f) Regression-Estimation of linear trend by least squares method, moving average method, Determination of seasonal trend using simple average method</p> <p>g) Index Numbers : Simple and weighted index numbers construction of index number- fixed and chain base; Laspayre's, Paasche's, Kelly's and Fisher's index number; Cost of living index numbers; Consumer Price Index Number</p>	15 L
Unit II	<p>Testing of hypothesis</p> <p>a) Sampling distribution :- Sample mean and sample proportion Determination of sample size</p> <p>b) Hypothesis: Simple and composite, Null and alternative, Types of errors, level of significance (concepts only)</p> <p>c) Large sample tests, Tests for mean and difference in two means.</p> <p>d) Proportion and difference in two proportions</p> <p>e) T-test, chi-square test (concept only)</p> <p>f) Introduction to multivariate analysis</p>	15 L

References:

1. Gupta, S.P., (2017), Statistical Methods, 45th edition, S. Chand & Sons, New Delhi.
2. Anderson, Sweeney, Williams, (2017), Statistics for Business and Economics, India Edition, CENGAGE Learning, E-book
3. Black ,Ken, (2013), Applied Business Statistics-Making Better Business Decisions, 7th Edition, Wiley India Edition
4. Sancheti, D.C. & V.K. Kapoor, Statistics: Theory, Methods & Applications, 7th Edition, Sultan Chand & Sons, New Delhi.
5. Vohra, N.D. (2013), Business Statistics, Second Reprint, McGraw Hill Education, New Delhi.
6. T.N.Srivastava & Shailaja Rego, (2016), Statistics for Management, 3rd Edition, McGraw Hill Education, New Delhi.
7. Levin, Richard & David Rubin, (2009), Statistics for Management, 7th Edition, Pearson Education.

Evaluation Scheme

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Continuous assessment (CA): 25 marks

Semester End Examination(SEE)-25Marks

SEE

Unit	Knowledge	Understanding	Application	Total Marks
I	2	3	7	12
II	3	3	8	13
Total Marks Per Objective	5	5	15	25
% Weightage	20%	20%	60%	

Vocational Skill Course

Course Code: JUMGMS -VSC101	Course Title: Conflict Management & Negotiations Skills	(Credits : 2 Lectures /Week:4) Total lectures: 30
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	<p>Course description:</p> <p>This course views conflict as an ever-present component of any decision-making environment, including Planning and Public Administration and International Relations. It offers tools for: understanding the nature of conflict at different levels and of individual and joint decision-making processes; devising individual and group strategies that minimize the destructive consequences of conflict; and, identifying solutions satisfactory to all involved. Some conflict-related concepts and processes are general and context-free, while others are specific to the planning and policy fields.</p> <p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To understand the nature of conflicts, their causes and outcomes 2. To study the aspects of conflict management and how to handle them effectively. 3. To get insight into negotiations and negotiation process 4. To prepare effectively for a negotiation and reach mutually beneficial agreements <p>Course outcomes</p> <p>CO1. Demonstrate an understanding of how to manage conflicts in a way and manner that leads to constructive outcomes.</p> <p>CO2. Demonstrate communication skills (particularly, skills of persuading others).</p> <p>CO3. Identify cognitive biases that stand as barriers to effective negotiation and conflict management and the deception and biases that could limit one's own negotiation and conflict management skills.</p> <p>CO4. Apply skills to be more effective in their roles within an organisation by negotiating and managing conflict.</p> <p>CO5. Apply research skills into negotiations and conflict management problems and the application of these in the assembling and analysis of facts and situations.</p> <p>CO6. Construct a coherent approach and evidence-backed argument for persuading another.</p>	
<p>Unit I</p>	<p>Overview of conflict management</p> <ol style="list-style-type: none"> a) Overview and types of Conflict b) Industrial and Organizational Conflict c) Conflict Management- Internal and External d) Conflict Management strategies e) Prevention of Industrial Conflicts f) Conflict Outcomes 	<p>15 L</p>

<p>Unit II</p>	<ul style="list-style-type: none"> a) Negotiation and Distributive and Integrative Negotiation (concepts) b) Role of Communication in Negotiation Skills c) Cross-Cultural Negotiation & International Negotiations: Meaning, d) Factors influencing Negotiation e) Third Party Negotiation: Mediation, Arbitration, Conciliation, f) Consultation g) 3D Negotiation h) Skills for Effective Negotiation 	<p>15 L</p>
<p>References:</p> <ol style="list-style-type: none"> 1. Voss, Chris and Tahl Raz, (2016), Never split the difference: Negotiating as if your life is depended on it, Harper Business, New York. 2. Shapiro Daniel, (2016), Negotiating the non-negotiable: How to resolve your most emotionally charged conflicts, Viking, New York. 3. Malhotra, Deepak , (2016), Negotiating the Impossible: How to break deadlocks and Resolve ugly Conflicts, Berrett-Koehler, Oakland, California. 4. Mitchell Barbara and Cornelia Gamlem, (2015), The Essential Workplace Conflict Handbook: A quick and handy resource for any manager, HR professional, or anyone who wants to resolve disputes and increase productivity, Career Press, Wayne, New Jersey. 5. Fisher, Roger; William L. Ury and Bruce Patton, (2011), Getting to yes: Negotiating Agreement without giving in, 3rd edition, Penguin Books, London. 		

Evaluation Scheme

Evaluation for the BMS programme consists of two components, viz. Continuous Assessment (CA) and Skill based assessment with the weightage of 50% and 50% respectively. Continuous Assessment (CA) of 25 marks will include Test /Quiz /Assignment / Presentation /Project / Research article /Seminar etc . Skill based assessment will be conducted at the end of each semester.

Continuous assessment (CA): 25 marks
Skill based assessment (SEE)-25 Marks

Skill Enhancement Course

Course code: JUMGMS-	Course Title: Fundamentals of Financial Accounting	(Credits : 2 Lectures/Week: 2)
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SEC101		Total lectures: 30
	<p>Course description:</p> <p>This course intends to introduce basic accounting principles and practices. It also deals with subsidiary books maintained in business organizations. The students will have knowledge about the fundamental accounting processes such as journalizing, ledger posting, preparation of trial balance and final accounts in sole trading business. It also deals with providing an overview of accounting standards and IFRS. This course will be useful for all those who are desirous of having an understanding and application of financial dynamics of the business and become successful financial managers/entrepreneurs.</p> <p>Course Objectives:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of the basic concepts and principles of accounting and accounting terminology in line with the latest accounting standards; Demonstrate an understanding of and use different methods of managing a well-organised and effective inventory and budget in line with adequate internal control systems 2. Understand double entry system by applying debit and credit rules to various accounts. 3. Analyse financial statements of selected companies using financial ratios 4. Prepare and interpret basic financial statements namely income statement, balance sheet and cash flow statements; Understand the role of financial ratios and interpret financial statements and account for specific items such as current assets and current liabilities. 5. Understand and do ledger posting, balancing of accounts and prepare trial balance. <p>Course Outcomes:</p> <p>CO1.Show proficiency in basic accounting concepts, conventions and understanding of the accounting process.</p> <p>CO2.Understand the process and preparation of financial statements for Sole Proprietorship and Company and Departmental Business Organizations.</p> <p>CO3.Understand the nature and purpose of GAAP, IndAS and IFRS.</p> <p>CO4.Visualize the impact of important accounting principles on financial reporting.</p> <p>CO5. Appreciate the importance of IFRS in improving the</p>	

	<p>quality of financial reporting. CO6. Develop in depth knowledge about accounting concepts and double entry system. CO7. Develop skill and ability to apply this knowledge to record financial transactions and convert the same into financial statements</p>	
Unit I	<p>1. Introduction</p> <p>a) Accounting: Meaning, Scope, Need, development, Branches and Objectives b) Accounting principles: Introduction to concepts and conventions c) Introduction to framework of IAS</p> <p>2. Accounting transactions</p> <p>a) Accounting Transactions: Day books, Journal & ledger, Rules regarding posting: Trial balance, Bank Reconciliation Statement b) Expenditure Classification, Effects of error, Criteria test c) Receipts: Capital receipt and Revenue receipt d) Profit or Loss: Revenue Profit or Loss, capital profit or loss, Goodwill e) International Financial Reporting Standards: IAS-1, IAS-2 f) Accounting in Computerized Environment: Introduction, Features and application g) Bank Reconciliation Statement</p>	15 L
Unit II	<p>1. Depreciation accounting and trial balance</p> <p>a) Depreciation accounting- IndAS schedule II of company act 2013: Practical problem based on depreciation using SLM and WDV methods. b) Preparation of Trial Balance c) Financial statement closure entries</p> <p>2. Accounts</p> <p>a) Introduction to Final Accounts of an Individual/ Proprietor b) Rectification of errors c) Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet d) Preparation and presentation of Final Accounts</p>	15 L

References:

1. John Kent, A Beginner's Guide to Understanding Financial & Managerial Accounting
2. Paul, S. K. 4th ed New Central Book Agency Pvt. Ltd.
3. Ghosh, T. P. 4th ed Taxman Allied Service
4. Grewal, Shukla, S. Chand (Sultan Chand Publications), Delhi
3. Gupta R.L and Radhaswamy M, (2014), Advanced Accountancy, S. Chand and Sons (P) Ltd, New Delhi.
4. Ghosh, T.P, (2011), Indian Accounting Standards and IFRS for non-finance executives, Taxman Publications Private Limited.
5. Banerjee, Ashok, (2009), Financial Accounting, Excel Books, India.
6. Choudhary, Anil, (2007), Fundamental of Accounting and Financial Analysis, (1E) Pearson Education,
7. Tulsian, P.C, (2002), Financial Accounting, Pearson Publications, New Delhi.

Evaluation Scheme

Evaluation for the BMS programme consists of two components, viz. Continuous Assessment (CA) and Skill based assessment with the weightage of 50% and 50% respectively. Continuous Assessment (CA) of 25 marks will include Test /Quiz /Assignment / Presentation /Project / Research article /Seminar etc . Skill based assessment will be conducted at the end of each semester.

Continuous assessment (CA): 25 marks

Skill based assessment (SEE)-25 Marks

Ability Enhancement course

Course code: JUMGMS-AEC101	Course Title: BUSINESS COMMUNICATION	(Credits : 2 Lectures/Week: 2) Total lectures: 30
	<p>Course Description: The course develops skillful communication practice in everyday life by appropriate verbal and nonverbal usages in oral and written forms. Students will be trained to effectively express their feelings, experiences, imaginations, ideas, and opinions with others in personal and professional spaces without difficulty and with clarity.</p>	
	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To develop an understanding of complexity and challenges involved in the communication process. 2. To enhance listening, speaking, reading and writing skills amongst the students. 3. To acquire conceptual clarity of Various functional areas in business context. 4. To demonstrate Effectively Oral and Written Communication. 5. To demonstrate Ability to work in Groups. 6. Exhibit skills like Empathy, EQ, Managerial and Interpersonal Skills. 7. To give an Insight into the Global Environment and its Impact on Business. 8. Use of language communication to persuade and influence. <p>Course Outcomes:</p> <p>CO1. Understand the elements, dynamics and mechanics of personal and professional communication.</p> <p>CO2. Understanding and to be sensitive towards issues such as culture, gender, physical ability, sexual orientation, etc. and mitigate challenges that such</p>	

	<p>differences can create while communicating.</p> <p>CO3.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.</p> <p>CO4.Communicate their ideas through effective and self-tailored mediums.</p> <p>CO5.Enhance the ability to communicate interpersonally at an organizational level.</p>	
Unit I	<p>Fundamentals of Communication</p> <p>a) Evolution of Communication b) Barriers to communication c) Listening Skills d) Oral Communication Skills, Public Speaking Skills e) Understanding the audience, Importance of body language f) Delivery of effective presentation g) Interviews, Meetings and Group discussions h) Business Etiquettes</p>	15 L
Unit II	<p>Business Correspondence</p> <p>a) Theory of Business Letter Writing, fundamentals and nuances of Email writing and protocols b) Formal and Informal letter writing c) Resume writing, CV writing</p>	15 L
	<p>References:</p> <ol style="list-style-type: none"> 1. Harvard Business Review, Latest Articles 2. The Economist, Latest Articles 3. The Atlantic, Latest Articles 4. The Fortune, Latest Articles 5. Amy Newman, 2015, Business Communication, 9 th edition, Pearson. 6. Amy Newman, 2015, Business Communication, 9th edition, Pearson. 	

7. Lesikar, 2015, Basic Business Communication, 13th edition, Tata McGraw Hill.
8. Kaul, 2009 Business Communication, 2nd edition, Prentice Hall, India.
9. Scot Ober, 2007, Contemporary Business Communication, 7th edition, Houghton Mifflin
10. John M. Penrose, 2003, Business Communication for Managers:
An Advanced Approach, 5th edition, South-Western publishers.

Evaluation Scheme

Evaluation for the BMS programme consists of two components, viz. Continuous Assessment (CA) and Semester End Examination (SEE) with the weightage of 50% and 50% respectively. Continuous Assessment (CA) of 25 marks will include Test /Quiz /Assignment / Presentation /Project / Research article /Seminar etc .The End Semester Examination will be conducted at the end of each semester.

Continuous assessment (CA): 25 marks

Semester End Examination(SEE)-25 Marks

SEE

Unit	Knowledge	Understanding	Application	Total Marks
I	2	3	7	12
II	3	3	8	13
Total Marks Per Objective	5	5	15	25
% Weightage	20%	20%	60%	

Value Education Course

Course Code: JUMGMS -VEC101	Course Title: Understanding India- Social, Economic & Cultural Heritage	(Credits : 2 Lectures/Week:2) Total lectures: 30
	<p>This course offers a comprehensive exploration of India's rich and diverse social, economic, and cultural heritage. Through an interdisciplinary approach, students will delve into the historical, societal, and economic dimensions of one of the world's most captivating and complex nations. By examining India's past and present, students will develop a deep understanding of its intricate tapestry of cultures, societies, and economic dynamics.</p> <p>Course objectives:</p> <ol style="list-style-type: none"> 1. Gain an appreciation for the rich cultural diversity of India, including its languages, religions, traditions, and art forms. 2. Understand the historical evolution of Indian culture and its impact on contemporary society. 3. Study India's economic history, from ancient trade routes to its current position in the global economy. 4. Identify and assess contemporary social, economic, and cultural challenges and opportunities in India. 5. Learn about efforts to preserve and promote India's cultural heritage, including monuments, art, literature, and traditional knowledge systems. 6. Develop critical thinking skills to analyze and evaluate complex issues related to India's social, economic, and cultural heritage. 7. Consider ethical dilemmas and responsibilities related to issues like cultural appropriation, economic development, and social justice in the Indian context. 	

	<p style="text-align: center;">Course Outcome:</p> <p>CO1: Develop cultural sensitivity and an appreciation for the diversity of Indian culture, including languages, religions, traditions, and art forms.</p> <p>CO2: Understand the significance of cultural heritage preservation in maintaining a sense of identity and continuity and become aware of efforts in this regard.</p> <p>CO3: Evaluate and discuss contemporary social, economic, and cultural issues facing India, such as urbanization, globalization, environmental sustainability, and technological advancements.</p> <p>CO4: Develop interpersonal skills that facilitate effective cross-cultural interactions and collaborations.</p> <p>CO5: Apply the knowledge gained to propose solutions or strategies for addressing real-world challenges related to India's social, economic, and cultural heritage.</p>	
Unit I	<p style="text-align: center;">Introducing India</p> <ol style="list-style-type: none"> 1. Land of India 2. The people of India: Demography & Languages 3. The Heritage of India: Unity in Diversity, Architecture & Sculpture: Painting, Music & Dance 4. Science- Technology & Medicine: a general Survey of the progress of science, technology and medicine in ancient India 	15L
Unit II	<ol style="list-style-type: none"> 1. India's present and Future 2. Equity Sustainability-Development, Democracy, Education & Health 3. Making of Contemporary India 	15L
<p>Evaluation Scheme</p> <p>Continuous Assessment (CA) of 50 marks which will include Test /Quiz /Assignment / Presentation /Project / Research article /Seminar etc</p>		
<p>References:</p>		

<p>1. Mittal, Sushil and Gene Thursby, (2018), “Religions of India: An Introduction”, 2 nd edition, Routledge, Taylor & Francis Group.</p> <p>2. Basu, Kaushik, (2012), “The Oxford Companion to Economics in India”, Oxford University Press, New York.</p> <p>3. Ghate, Chetan, (2012), “The Oxford Handbook of the Indian Economy”, Oxford University Press, New York.</p> <p>4. Panagariya, Arvind (2010), “India: The Emerging Giant”, Oxford University Press, New York.</p> <p>5. SEN, Amartya. (2006), “The Argumentative Indian: Writings on Indian Culture, History and Identity” Penguin Books, London.</p> <p>6. Schultz, Emily and Robert H. Lavenda (2005), “Cultural Anthropology: A Perspective on the Human Condition”, 6th edition, Oxford University Press, New York.</p> <p>7. Das, Gurcharan, (2002), “India Unbound: The Social and Economic Revolution from Independence to the Global Information Age”, Penguin Books, London.</p> <p>8. Key, John, (2000), India: A History”, Grove Press, New York.</p> <p>9. Nehru, Jawaharlal, 1889-1964. (1959/1960), “The discovery of India. Garden City”, Anchor Books, New York.</p>

Indian Knowledge Systems

Course CODE: JU-IKS-GEN101	Course Title: Indian Knowledge Traditions	(Credits : 2 Lectures/ Week:2) Total lectures: 30
	Course Objectives <ol style="list-style-type: none"> 1. Creating awareness among the students about the knowledge heritage and traditions of the country 2. Provide an understanding and peep into the legacies in Indian culture, philosophy, knowledge creation and practice, developments in Science, Technology, Mathematics, uniqueness in Political and economic institutions, in health, wellbeing, emotional balance and fulfilment 3. Encouraging interest in research on Indian knowledge traditions by igniting students mind towards India centric research 4. Exploring Indian wisdom and solutions for applications 	

	<p>in solving modern day problems in the society and economy.</p> <p>Course Outcomes</p> <p>CO1.Appreciate the history of the Indian knowledge system.</p> <p>CO2.Appraise the importance of Vedas and develop a basic understanding.</p> <p>CO3. Recognise the key role played by Aryabhatta and others in the field of mathematics.</p> <p>CO4. Identify the basics of the celestial coordinate system.</p> <p>CO5.Develop familiarity with Science, Engineering and Technology heritage of India.</p> <p>CO6.Summarise correlation of body constitution with remedies through traditional medicinal knowledge systems.</p>	
Unit I	<ol style="list-style-type: none"> 1. Meaning and relevance of IKS 2. IKS Corpus-Classification 3. <i>Vasudeva Kutumbakam</i>- vision for society 4. Indian knowledge Traditions- Indian Epistemological traditions 5. Framework of valid knowledge. Knowledge Triangle 6. The Purpose of Knowledge in India: Para Vidya and Apra Vidya 7. Oral traditions-Itihasa Purana traditions 8. Indian Philosophical Traditions- Vedic Schools, Samkhya and Yoga schools, Nyaya and Vaishesika, Vedanta, Non -Vedic Schools 	15 L
Unit II	<ol style="list-style-type: none"> 1. Number System, concept of zero in India 2. Ancient Indian Mathematicians and their contributions 3. Indian Science and Technology Heritage-knowledge and prominent works 4. Surgical techniques overview 5. Ayurveda -Definition of health 6. Tri doshas -relation to health 7. Indian psychology-Triguna system 8. States of consciousness 9. Metal technology in India 10. Panini's work on Sanskrit Grammar 11. Governance traditions-Kautilyan State 12. 64 kalas or art forms 	15 L

	<p>13. Unique aspects of Indian Astronomy 14. Indian calendar-Solar and Lunar months 15. Vastu shastra traditions</p>	
<p>Evaluation Scheme Continuous Assessment (CA) of 50 marks which will include Test /Quiz /Assignment / Presentation /Project / Research article /Seminar etc</p> <p>References:</p> <ol style="list-style-type: none"> 1. Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru 2. Kapur K and Singh A.K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of sankaracharya, Central chinmay mission trust, Bombay, 1995. 3. The Cultural Heritage of India. Vol.I. Kolkata:Ramakrishna Mission Publication, 1972. 4. Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008. 5. Dr. R. C. Majumdar, H. C. Raychaudhuri and Kalikinkar Datta: An Advanced History of India (Second Edition) published by Macmillan & Co., Limited, London, 1953. 6. Rao, N. 1970. The Four Values in Indian Philosophy and Culture. Mysore: University of Mysore. 7. Avari, B. 2016. India: The Ancient Past: A History of the Indian Subcontinent from c. 7000 BCE to CE 1200. London: Routledge. 		