



Shri Vile Parle Kelavani Mandal's  
**MITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF  
SCIENCE &  
AMRUTBEN JIVANLAL COLLEGE OF COMMERCE AND  
ECONOMICS (AUTONOMOUS)**

*NAAC Reaccredited 'A' grade, CGPA: 3.57,  
Granted under RUSA, FIST-DST & -Star College Scheme of DBT, Government  
of India, Best College, University of Mumbai (2016-17)*

Affiliated to the  
**UNIVERSITY OF MUMBAI**

**Program: BACHELOR OF MANAGEMENT STUDIES**

**Semester - I**

**Choice Based Credit System (CBCS) with effect from  
Academic Year (2022-2023)**

*Shk*  
Ms. Shabana  
100

*Swarna*

*Amalika*

### EVALUATION PATTERN

The performance of the learner will be evaluated in two components. The first component will be a Continuous Assessment with a weightage of 25% of total marks per course. The second component will be a Semester end Examination with a weightage of 75% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

**a) Details of Continuous Assessment (CA)**

25% of the total marks per course:

Continuous Assessment	Details	Marks
<b>Component 1 (CA-1) – Theory subjects</b>	Presentations/Project Work/Book Review/Field visit & its presentations/Assignments Etc.	<b>15 marks</b>
<b>Component 1 (CA-1) - (Practical/Numerical Subjects)</b>	Assignments/Presentations Etc.	<b>10 marks</b>
<b>Component 2 (CA-2)</b>	Online Test/Quiz	<b>10 marks</b>

**b) Details of Semester End Examination**

75% of the total marks per course. Duration of examination will be two and half hours

#### QUESTION PAPER FORMAT (For Theory Subjects)

All Questions are compulsory

Question Number	Description	Marks	Total Marks
Q1.	Answer any 2 from the following (Module I) a. b. c.		16
Q2.	Answer any 2 from the following: (Module II) a. b. c.		16
Q3.	Answer any 2 from the following: (Module III) a. b. c.		16
Q4.	Answer any 2 from the following: (Module IV) a. b. c.		16
Q5.	Case Study/Application based Questions : (Module I to IV)		11
<b>TOTAL MARKS</b>			<b>75</b>


**QUESTION PAPER FORMAT (For Numerical/Practical Subjects)**

Question Number	Description	Marks	Total Marks
Q1.	Practical/Numerical (Compulsory Question)	15	15
Q2 to Q5	Practical / Numerical Questions (Attempt any 3 out of 4 Questions)	15*3	45
Q6.	Write notes on the following: (Any 3 out of 4): a. b. c. d.	5 5 5 5	15
	<b>TOTAL MARKS</b>		<b>75</b>



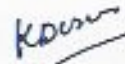
Signature

Ms. Shabana Khan  
HOD



Signature

Dr. Bharat Patel  
Approved by Vice –Principal



Signature

Dr. Krutika Desai  
I/c PRINCIPAL

## DEPARTMENT OF MANAGEMENT

### F.Y.B.M.S. COURSE STRUCTURE W.E.F. A.Y. - 2022-2023

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
<b>1</b>	<b>Core Courses (CC)</b>		<b>1</b>	<b>Core Courses (CC)</b>	
1	BUSINESS ECONOMICS - I (MICRO)	03	1	BUSINESS ECONOMICS - II (MACRO)	03
2	PRINCIPLES OF MANAGEMENT	03	2	BASICS OF FINANCIAL SERVICES	03
3	INTRODUCTION TO FINANCIAL ACCOUNTS	03	3	MARKETING MANAGEMENT	03
4	BUSINESS LAW	03	4	INDUSTRIAL LAW	03
5	BUSINESS MATHEMATICS	03	5	BUSINESS STATISTICS	03
<b>2</b>	<b>Ability Enhancement Courses (AEC)</b>		<b>2</b>	<b>Ability Enhancement Courses (AEC)</b>	
<b>2A</b>	<b>Ability Enhancement Compulsory Course (AECC)</b>		<b>2A</b>	<b>Ability Enhancement Compulsory Course (AECC)</b>	
6	BUSINESS COMMUNICATION	03	6	FOUNDATION COURSE (F.C.)	02
<b>3</b>	<b>Ability Enhancement Compulsory Course (AECC)</b>		<b>3</b>	<b>Skill Enhancement Courses (SEC)</b>	
7	SUSTAINABILITY MANAGEMENT	03	7	IT IN BUSINESS MANAGEMENT	04
	<b>Total Credits</b>	<b>21</b>		<b>Total Credits</b>	<b>21</b>

  
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Approved by Vice-Principal

  
Signature

Dr. Krutika Desai  
I/c PRINCIPAL

<b>Program: Bachelor of Management Studies (B.M.S.)</b>				<b>Semester: I</b>	
<b>Course: BUSINESS ECONOMICS -I</b>				<b>Course Code:</b>	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutori al (Hour s per week)</b>	<b>Credit</b>	<b>Continuous Assessment (CA) (Marks - 25)</b>	<b>Semester End Examinations (SEE) (Marks- 75 in Question Paper)</b>
3	-	-	3	25	75
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To build a strong foundation in business economics</li> <li>2. To provide knowledge regarding important business economic theories.</li> </ol>					
<b>Course Outcomes:</b>					
<p>After completion of the course, learners would be able to:</p> <p><b>CO1:</b> Describe the nature and significance of business economics.</p> <p><b>CO2:</b> Differentiate between cardinal and ordinal utility analysis.</p> <p><b>CO3:</b> Examine theory of production and cost.</p> <p><b>CO4:</b> Identify the various types of market structure</p> <p><b>CO5:</b> Review different market structures and judge which market structure exists in practical world.</p> <p><b>CO6:</b> Describe various pricing practices and theory of capital budgeting.</p>					
<b>Outline of Syllabus: (per session plan)</b>					
<b>Module</b>	<b>Description</b>				<b>No of Hours</b>
1	Introduction to Business Economics				12
2	Theory of Production and Cost				11
3	Market Structure and morphology				11
4	Pricing Policies and Practices and Capital Budgeting				11
<b>Total</b>					<b>45</b>
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Unit	Topic	No. of Hours
Module 1	<p><b>Introduction to Business Economics</b></p> <ul style="list-style-type: none"> <li>• Meaning of Business Economics, Scope and Importance.</li> <li>• Business Economics as a Pragmatic Science, Basic Tools used in Business Economics, Principle of Scarcity, Opportunity Cost, Use of Marginal Analysis.</li> <li>• Snob Effect, Veblen Effect and Band Wagon Effect</li> <li>• Market Demand, Market Supply and Equilibrium price; Classification of Demand, Production possibility frontier; Significance of Elasticity of Demand; Price Elasticity of Demand, Demand Forecasting.</li> <li>• Cardinal Utility Theory – Law of Diminishing Marginal Utility</li> <li>• Ordinal Utility Theory- Indifference Curve Analysis</li> </ul>	12
Module 2	<p><b>Theory of Production and Cost</b></p> <ul style="list-style-type: none"> <li>• Principle of Efficiency, Production function; Law of Variable proportions; Isoquants; Difference between Isoquant and Indifference curve; Economies of Scale; Concept of Diseconomies of scale; Economies of Scope, Law of returns to scale.</li> <li>• Cost Concepts – Different types of cost and simple Numerical Problems based on Cost Concepts.</li> <li>• Break Even Analysis</li> </ul>	11
Module 3	<p><b>Market Structure and morphology</b></p> <ul style="list-style-type: none"> <li>• Types of Market – Perfect Competition, Monopoly, Monopolistic, Oligopoly</li> <li>• Kinked Demand Curve under Oligopoly, types of price leadership under oligopoly</li> <li>• Game theory &amp; Prisoner's Dilemma</li> </ul>	11
Module 4	<p><b>Pricing Policies and Practices and Capital Budgeting</b></p> <ul style="list-style-type: none"> <li>• Price Discrimination</li> </ul>	11

	<ul style="list-style-type: none"><li>• Dumping</li><li>• Marginal Cost Pricing</li><li>• Full Cost pricing</li><li>• Transfer Pricing</li><li>• Meaning of Capital Budgeting</li><li>• Classification of capital investment projects</li><li>• Capital Budgeting - Features</li><li>• Evaluating capital investment project (Simple Case Studies)</li></ul>	
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*To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester.*

**RECOMMENDED READINGS:**

• **ESSENTIAL READINGS:**

1. Principles of Microeconomics by Mankiw. Microeconomics theory.

• **SUPPLEMENTARY READINGS:**

1. Managerial Economics by Dr H.L. Ahuja (S.Chand)
2. Principles of Microeconomics by Mankiw (Southwestern Publications)
3. Introductory Microeconomics-Sandeep Garg

<b>Program: Bachelor of Management Studies (B.M.S.)</b>				<b>Semester: I</b>	
<b>Course: PRINCIPLES OF MANAGEMENT</b>				<b>Course Code: UCMABMS102A</b>	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutori al (Hour s per week)</b>	<b>Credit</b>	<b>Continuous Assessment (CA) (Marks - 25)</b>	<b>Semester End Examinations (SEE) (Marks- 75 in Question Paper)</b>
3	-	-	3	25	75
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. This course is designed to be an overview of the major functions of management.</li> <li>2. Emphasis is on planning, organizing, directing and controlling.</li> <li>3. To expose the students to basic concepts of management.</li> <li>4. To enable understanding the functions of management.</li> <li>5. To acquire basic managerial skills</li> <li>6. To enable them to gain appreciation for emerging ideas, techniques, procedures and practices in the field of management.</li> </ol>					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
<p><b>CO1:</b> Recall and understand the management theories that builds the base for management education and practice.</p> <p><b>CO2:</b> Comprehend and appreciate the functions of management and complexities involved in managing a business through contemporary business cases.</p> <p><b>CO3:</b> Apply the learned management principles to real life business situations.</p> <p><b>CO4:</b> Analyze business situations to point out issues and suggest improvements in management processes.</p>					
<b>Outline of Syllabus: (per session plan)</b>					
<b>Module</b>	<b>Description</b>				<b>No of Hours</b>
1	Introduction and Evolution of Management				11
2	Functions of Management				12
3	Directing, Staffing, Leadership, Co-ordination and Controlling				11
4	Recent trends and best practices in Management				11
<b>Total</b>					<b>45</b>
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*To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester.*

Unit	Topic	No. of Hours
<b>Module 1</b>	<p>Nature and purpose of Management; Evolution of Management Thought</p> <p>Meaning; Scope; Managerial</p> <ul style="list-style-type: none"> <li>• levels and skills; Managerial Roles; Management: Science, Art or Profession; Universality of Management</li> <li>• Different schools of management thought Behavioral, Scientific, Systems and Contingency</li> <li>• Contribution of Management Thinkers: Taylor, Fayol, Elton, Mayo</li> <li>• Global management: Meaning contemporary issues &amp; challenges in management</li> </ul>	11
<b>Module 2</b>	<p>Functions of management</p> <p>Planning &amp; Organising Planning – Concept, Nature, Importance, Steps, Limitations, Management by objectives, Decision making techniques.</p> <p>Organizing - Concept, Nature, Importance, Principles Centralization &amp; Decentralization, Span of management, Departmentation – meaning, types and basis Organization Structures- Line and Staff Authority, Functional, Product, Matrix Geographical, Customer, New Forms of Organization Virtual, Organizations, Network Design, Learning organisations ( Concept and features)</p>	12
<b>Module 3</b>	<p>Directing, Staffing, Leadership, Co-ordination and controlling</p> <p>Directing : Meaning &amp; process Staffing : Nature &amp; Scope of Staffing, Manpower Planning, Selection &amp; Training, Performance Appraisal.</p> <p>Leadership- Nature and significance, leadership styles, Qualities of a good leader.</p> <p>Co-ordination Meaning and Need Types of Coordination, Techniques of Coordination, Difficulty in Coordination</p> <p>Controlling : Nature, purpose and process of controlling, prerequisites of effective control systems, resistance to control, controlling techniques</p>	11
<b>Module 4</b>	<p>Recent trends and best practices in management: Entrepreneurial management meaning, Entrepreneurial management vs Corporate management and Diversity management: Meaning, types,</p>	11

	characteristics, Innovation management: Meaning, key aspects of innovation management, Benchmarking: meaning, importance, process, Green management, CSR & Best management practices across the world	
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### RECOMMENDED READINGS:

- **ESSENTIAL READINGS:**

1. people and performance by Peter Drucker. ( Harvard Business Review Press)
2. Management by Stoner J A and Freeman R E. (Pearson)
3. Management: Principles and Practice by S K Mandal(Jaico Publishing House;)
4. Principal and Practice of Management by L.M.Prasad
5. Fundamentals of Management - Robbins, S.P. and Decenzo, D.A., Pearson Education Asia, New Delhi.
6. Essentials of Management by Koontz & O'Donald
7. Management Concepts & Practices - Hannagan
8. Management : A global & entrepreneurial perspective – Heinz Wehrich

- **SUPPLEMENTARY READINGS:**

1. Management: Global Edition by Stephen P. Robbins and Mary A. Coulter (Pearson)
2. Management: Principles and Practices by Ricky W. Griff ( South-Western College Publishing)

- **Other materials:** Investopedia

<b>Program: Bachelor of Management Studies (B.M.S.)</b>				<b>Semester I</b>	
<b>Course : INTRODUCTION TO FINANCIAL ACCOUNTS</b>				<b>Course Code : UCMABMS103A</b>	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credits	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
3	Nil	Nil	3	25	75
<b>Learning Objectives:</b>					
1. To acquire conceptual knowledge of financial accounting and Indian Accounting Standards (IND-AS) to provide knowledge on the techniques for preparing accounts.					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
CO1: Familiarize Students with recently Introduced Ind AS					
CO2: Apply Accounting Basics					
CO3: Analyse Stocks and its valuations, Depreciation Accounting & Preparation of Final Accounts					
<b>Outline of Syllabus: (per session plan)</b>					
Module	Description				No of Hours
1	Introduction to Accounting & Accounting Standards				10
2	Accounting Transactions				10
3	Inventory Valuation & Depreciation Accounting				13
4	Final Accounts				12
<b>Total</b>					<b>45</b>
Unit	Topic				No. of Hours
Module 1	<b>Introduction to Accounting &amp; Accounting Standards</b> <ul style="list-style-type: none"> <li>• <b>Meaning and Scope of Accounting:</b> Need and Development, Definition : Book-Keeping and Accounting, Accounting Principles : Introductions to Concepts and Conventions.</li> <li>• <b>Introduction to Indian Accounting Standards (Ind AS):</b></li> <li>• <u>Ind AS 1 Presentation of Financial Statements</u></li> <li>• <u>Ind AS 2 Inventories</u></li> <li>• Ind AS 115 Revenue recognition</li> </ul>				10

	<ul style="list-style-type: none"> <li>• Ind AS 108 operating segments</li> <li>• Ind AS 16 Property, plant, equipment</li> </ul>	
<b>Module 2</b>	<p><b><u>Accounting Transactions</u></b>  <b>Accounting Transactions:</b> Accounting Cycle, Journal, Journal Proper, Opening and Closing Entries, Relationship between Journal and Ledger, Rules regarding Posting                      Expenditure:  <b><u>Classification of Expenditure:</u></b> Capital and Revenue Expenditure                      Receipts: Capital Receipt, Revenue Receipt, Distinction between Capital Receipts and Revenue Receipts</p>	10
<b>Module 3</b>	<p><b><u>Inventory Valuation</u></b>                      Meaning, types, significance of inventory valuation, basis of inventory valuation, periodic and perpetual inventory valuation system, LIFO, FIFO and EOQ concepts (basic problems).   <b><u>Depreciation Accounting</u></b> (as per Ind AS 10 and 16 (practical problems)                      Lectures                      13 Lectures</p>	13
<b>Module 4</b>	<p><b><u>Final Accounts</u></b>  <b>Preparation of Trial Balance:</b> Introduction and Preparation of Trial Balance  <b>Introduction to Final Accounts of a Sole Proprietor:</b>                      Manufacturing Accounts, Trading Account                      Profit and Loss Account, Balance Sheet in T form.</p>	12

### RECOMMENDED READINGS:

- **ESSENTIAL READINGS:**

1. Shukla, M.C., Grewal, T.S., and Gupta. S.C. *Advanced Accounts*. Vol.-1. S. Chand & Co., New Delhi
2. R.L. Gupta and Radhaswamy, *Advanced Accounts*. Sultan Chand and Co

- **SUPPLEMENTARY READINGS:**

- Tulsian, P.C. *Financial Accounting*. Tata McGraw Hill, New Delhi
- Jain. S.P. and Narang. K.L. *Financial Accounting*. Kalyani Publishers, New Delhi.
- ICAI Ready Reckoner
- S. N. Maheswari. *Advanced Accountancy*. Himalaya Publishing Company

<b>Program: Bachelor of Management Studies (B.M.S.)</b>				<b>Semester: I</b>	
<b>Course: BUSINESS LAW</b>				<b>Course Code: UCMABMS104A</b>	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutori al (Hours per week)</b>	<b>Credit</b>	<b>Continuous Assessment (CA) (Marks - 25)</b>	<b>Semester End Examinations (SEE) (Marks- 75 in Question Paper)</b>
3	-	-	3	25	75
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. 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.</li> <li>2. Give knowledge, brief idea &amp; uses of various business Laws required mainly by the various types of businesses.</li> </ol>					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
<p><b>CO1:</b> Get a familiarity of various laws applicable to business (Partnership Act, Sale of Goods Act, LLP Act, IT Act)</p> <p><b>CO2:</b> Comprehend the prerequisites of contracts and various kinds of contracts.</p> <p><b>CO3:</b> Compare with current scenario what future changes may take place. (IT Act)</p> <p><b>CO4:</b> Apply the knowledge &amp; Involve students in debate. (Case study, Presentation)</p>					
<b>Outline of Syllabus: (per session plan)</b>					
<b>Module</b>	<b>Description</b>				<b>No of Hours</b>
1	The Indian Contract Act, 1872 and The Sale of Goods Act, 1930 and Shop & Establishment Act				12
2	The Partnership Act – 1932 and The Limited Liability Partnership (LLP Act, 2008)				11
3	Information Technology Act, 2000 and Intellectual Property Rights (IPR)				11
4	Company Act 2013				11
<b>Total</b>					<b>45</b>

Unit	Topic
Mod ule 1	<p><b>The Indian Contract Act, 1872 and The Sale of Goods Act, 1930 Shop and Establishment Act</b></p> <ul style="list-style-type: none"> <li>• Contract-Meaning and Essentials, Kinds, Offer and Acceptance, Contractual Capacity, Free Consent, Consideration, Void Agreements, Quasi Contracts, Modes of Discharge of Contracts, Remedies of Breach of Contracts,</li> <li>• Contract of Indemnity and Guarantee, Law of Agency and Bailment and Pledge</li> <li>• Meaning of Contract of Sale, and Agreement of Sell, Hire Purchase Agreement, Conditions and Warranties, Transfer of Property in Goods, Unpaid Seller and his Rights</li> <li>• Shop and Establishment Act Meaning, Features, Use and Practices.</li> </ul>
Mod ule 2	<p><b>The Partnership Act – 1932 and The Limited Liability Partnership (LLP Act, 2008)</b></p> <ul style="list-style-type: none"> <li>• Definition, Characteristics, Rights &amp; Liabilities, Modes of Dissolution</li> <li>• Salient features of LLP, Difference between LLP and Partnership, LLP and Company, LLP Agreement, Nature of LLP, Partners, Designated Partners, Incorporation Document, Incorporation by Registration, Registered Office of LLP and change therein, Change of Name, Partners and their Relations, Extent and Limitation of Liability of LLP and Partners, Whistle Blowing, Contributions, Financial Disclosures, Annual Return, Taxation of LLP, Conversion to LLP, Winding Up, Dissolution of LLP.</li> </ul>
Mod ule 3	<p><b>Information Technology Act, 2000 and Intellectual Property Rights (IPR)</b></p> <ul style="list-style-type: none"> <li>• Aims and Objects – Overview of the act – Legal Recognition of Electronic Record and Electronic Evidence – Digital signature Certificates – Regulators under the Act – The Cyber Regulation Appellate Tribunal</li> <li>• Object of the act, types, Definition of Patent, Trademarks, Copy rights, Geographical indications, meaning, , applications.</li> </ul>
Mod ule 4	<p><b>Company Act 2013</b></p> <ul style="list-style-type: none"> <li>• Objectives, features, types, lifting of corporate veil, various doctrines- Indoor management ,ultra vires, constructive notice, various documents- prospectus, memorandum, articles, meetings, shares.</li> </ul>

### RECOMMENDED READINGS:

- **ESSENTIAL READINGS:**

1. Business law – K. R. Bulchandani
2. Elements of mercantile Law – N. D. Kapoor
3. Business Law – SS Gulshan

- **SUPPLEMENTARY READINGS:**

1. Business Law (Barron's Business Review Series) by Robert W. Emerson,
2. Business Law–P.K. Goel
3. Company Laws – Dr. Avtar Singh
4. Business Law – P.C. Tulsian
5. Business Law – SS Gulshan
6. Law of Intellectual Property-V.K-Taraporeval

- **Other Materials:**

Bare Act, E-articles, ICAI & ICSI material

<b>Program: Bachelor of Management Studies (B.M.S.)</b>				<b>Semester: I</b>	
<b>Course: BUSINESS MATHEMATICS</b>				<b>Course Code : UCMABMS105 A</b>	
<b>Teaching Scheme</b>			<b>Evaluation Scheme</b>		
<b>Lecture (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutori al (Hour s per week)</b>	<b>Credit</b>	<b>Continuous Assessment (CA) (Marks - 25)</b>	<b>Semester End Examinations (SEE) (Marks- 75 in Question Paper)</b>
3	-	-	3	25	75

**Learning Objectives:**

1. To provide primary knowledge regarding widely used Mathematical techniques
2. To understand the importance of business mathematics in management.
3. To have a proper understanding of mathematical applications in Commerce and Management

**Course Outcomes:**

After completion of the course, learners would be able to:

- CO1: Describe the nature and significance of business mathematics
- CO2: Solve problems based on EMI and compute the EMI using reducing balance method and flat interest rate method.
- CO3: Distinguish between simple interest and compound interest.
- CO4: Select better investment option based on effective rate of interest.
- CO5: Describe the types of matrices
- CO6: Solve simultaneous equations using Cramer's Rule and Reduction Method
- CO7: Compute inverse of matrix
- CO8: Apply the elementary rules of derivatives and solve problems based on applications of derivatives.
- CO9: Recall interpolation formulas and solve problems based on numerical analysis.

**Outline of Syllabus: (per session plan)**

Module	Descriptions	No of Hours
1	Elementary Mathematics of Finance	12
2	Matrices and Determinants	12
3	Derivatives and Applications of Derivatives	09
4	Numerical Analysis	12
<b>Total</b>		<b>45</b>



*To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester.*

Unit	Topic	No. of Hours
<b>Module 1</b>	<p><b>Elementary Mathematics of Finance</b></p> <ul style="list-style-type: none"> <li>• Simple Interest &amp; Compound Interest, Problems involving both simple interest and compound interest, Problems that enable an investor to take correct decision regarding the best investment schemes, Effective rate of interest, Interest compounded more than once a year</li> <li>• Annuity: Immediate Annuity Problems &amp; Sinking Fund</li> <li>• EMI – Reducing Balance method and flat interest rate method</li> <li>• Functions: Algebraic functions and the functions used in business and economics such as demand/supply, total revenue, average revenue, total cost and average cost, profit function, Break even and Equilibrium point.</li> <li>• Concept of Shares, Stock exchange, Face Value, Market Value, Dividend, Equity Shares, Preferential Shares, Bonus Shares, Examples.</li> </ul>	12
<b>Module 2</b>	<p><b>Matrices and Determinants</b></p> <ul style="list-style-type: none"> <li>• Introduction &amp; Types of Matrices</li> <li>• Important Definitions and important results, Matrix operations</li> <li>• Determinants of a matrix of order two or three – introduction and concept</li> <li>• Calculation of values of determinants up to third order</li> <li>• Solving a system of linear equations using Cramer's Rule</li> <li>• Solution of Linear Equations by Reduction Method</li> <li>• Inverse of a matrix using adjoint method, matrix inversion method and elementary row/column operations.</li> </ul>	12
<b>Module 3</b>	<p><b>Derivatives and Applications of Derivatives</b></p> <ul style="list-style-type: none"> <li>• Introduction and concept: Derivatives of constant function, logarithmic function, polynomial function and exponential function</li> <li>• Rules of Derivatives: Addition, Multiplication, Quotient</li> <li>• Second Order Derivatives</li> <li>• Application of Derivatives: Maxima, Minima, Average and Marginal Cost. Total Revenue, Marginal Revenue, Average Revenue, Average and Marginal Profit. Price Elasticity of Demand.</li> </ul>	09

Module 4	<p>Numerical Analysis</p> <ul style="list-style-type: none"><li>• Introduction and Concept: Finite Differences, Forward Difference Operator – Newton's Forward Difference Formula with simple examples.</li><li>• Backward Difference Operator. Newton's Backward Interpolation Formula with simple examples.</li><li>• Limitations of Newton's Interpolation Formula and overview of Lagrange's Interpolation formula.</li><li>• Profit and Loss - Terms and formulac, Problems involving trade discount and cash discount, cost price and selling price</li><li>• Simple Problems on commission and brokerage</li></ul>	12
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**RECOMMENDED READINGS:**

• **ESSENTIAL READINGS:**

1. N.G. Das & Jk Das, Business Mathematics And Statistics, Tata Mcgraw Hill

• **SUPPLEMENTARY READINGS:**

1. Jk Sharma Business Mathematics, Dreamtech Press
2. R.S. Soni, Essential Business Mathematics & Business Statistics, Anne Books

<b>Program: Bachelor of Management Studies (B.M.S.)</b>				<b>Semester: I</b>	
<b>Course: BUSINESS COMMUNICATION-1</b>				<b>Course Code: UCMABMS106A</b>	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutori al (Hour s per week)</b>	<b>Credit</b>	<b>Continuous Assessment (CA) (Marks - 25)</b>	<b>Semester End Examinations (SEE) (Marks- 75 in Question Paper)</b>
3	-	-	3	25	75

**Learning Objectives:**

1. To familiarize the students with the thought process of communication.
2. To provide students with the tools to put their ideas across in any type of correspondence
3. To gain an understanding of basic concepts of communication, the process and need of communication.
4. To apply critical thinking skills to include creative thinking, innovation, inquiry, analysis, evaluation, and synthesis of information in writing documents.
5. To enable development, interpretation and expression of ideas through written communication.
6. To apply, practice, and demonstrate individual creativity to include the ability to connect choices, actions, and consequences of situations

**Course Outcomes:**

After completion of the course, learners would be able to:

- CO1:** Comprehend the role of communication in business and appreciate art of communicating in the business world.
- CO2:** Possess in-depth knowledge of various means of written, oral and other forms of professional communication in the business world.
- CO3:** Develop communication skills, namely – professional business writing, presentations and attending an interview.
- CO4:** Demonstrate effective written communication skills by composing a professional quality business document, and business letters.
- CO5:** Demonstrate knowledge of use of latest technology in communication.
- CO6:** Demonstrate an understanding of business communication and etiquette as it occurs in business world.
- CO7:** Construct a good resume, apply skills to apply for internships, prepare various association reports.
- CO8:** Create content for web and effectively write blogs.

**Outline of Syllabus: (per session plan)**

Module	Description	No of Hours
1	Theory of Communication	12
2	Obstacles to Communication in Business World	11
3	Business Correspondence - Letter writing	11

4	Written communication	11
<b>Total</b>		<b>45</b>

Unit	Topic	No. of Hours
<b>Module 1</b>	<p><b>Theory of Communication</b> Theory of Communication</p> <ul style="list-style-type: none"> <li>• Concept of Communication: Meaning, Definition, Process, Need, Feedback, Importance of Communication in the Corporate and Global world, 7C's of effective communication</li> <li>• Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees.</li> <li>• Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette;</li> <li>• Modes: Telephone and WhatsApp Communication, Computers and E- communication; Video and Satellite Conferencing</li> </ul>	12
<b>Module 2</b>	<p><b>Obstacles to Communication in Business World</b> a) Barriers to Communication: Physical/ Semantic/Language /Socio-Cultural / Psychological /Barriers, Ways to Overcome these Barriers Listening skills: Concept of listening, Importance of Listening Skills, Barriers to Listening, Cultivating good Listening Skills, Strategies for Effective Listening, Listening in a Business Context</p>	11
<b>Module 3</b>	<p><b>Business Correspondence -</b> Letter writing a) Theory of Business Letter Writing: Parts, Structure, Layouts— Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing, Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation, Letter of Appointment, Letter of Recommendation</p>	11
<b>Module 4</b>	<p><b>Written communication:</b> a) Business Plans: Purpose; Components of a business plan; b) Report writing – Types of reports, Report structure, c) Meetings :Preparing circulars, notices, memos, agenda , minutes &amp; resolutions. Writing for the web</p>	11

## RECOMMENDED READINGS:

- **ESSENTIAL READINGS:**

1. Communication, Eleventh Edition; Tata McGraw Hill Education Private Limited
2. Kitty Locker, Stephen Kaczmarek. Business Communication. Third Edition, Tata McGraw Hill.
3. Erin Meyer, The Culture Map: Breaking Through the Invisible Boundaries of Global Business, 2014, Public Affairs
4. Diwan & Aggarwal Business Communication Excel
5. Baugh, Frayer & Thomas, How to write first class Business Correspondence, VivaBooks
6. Poe & Fruchling, Basic Communication, AITBS

- **SUPPLEMENTARY READINGS:**

1. Business Communication. 2009, Mumbai University.
2. Business Communication, Meenakshi Raman, (Oxford)
3. Gorman Tom; The Complete Idiot's Almanac of Business Letters and Memos, 1997. Prentice Hall of India PVT. LTD.
4. Ober Scot; Contemporary Business Communication. Fifth Edition; dreamtech Press
5. Barnes Mark, Stand and Deliver; 2009. Westland Publisher.
6. Galanes, Adams; Effective Group Discussion. Twelfth Edition, Tata McGraw Hill.
7. Gregory Ann. The Art and Science of Public Relations. 2007. Crest Publishing House.
8. Davis Anthony. Mastering Public Relations. 2007. Palgrave Mcmillan
9. Henslowe Philips. Public Relations: A Practical Guide to Basics. 2003, Kogan Page Ltd.
10. Michael Bland. Effective Media Relations: How to Get Results. 2008; Kogan Page Ltd.

<b>Program: Bachelor of Management Studies (B.M.S.)</b>				<b>Semester: I</b>	
<b>Course: SUSTAINABILITY MANAGEMENT (E.V.S.)</b>				<b>Course Code:</b>	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Assessment (CA) (Marks - 25)</b>	<b>Semester End Examinations (SEE) (Marks- 75 in Question Paper)</b>
3	-	-	3	25	75
<b>Learning Objectives:</b>					
<ul style="list-style-type: none"> <li>• To learn about the nuances of the interrelationship between the three dimensions of sustainability: society, environment and economy.</li> <li>• To orient students with the concepts, terms and policies related to environment and sustainability</li> <li>• To sensitize students about the environmental issues in India</li> <li>• To ensure students learn about sustainable businesses and innovative business models</li> <li>• To learn about sustainability as a practice in life, society and industry</li> </ul>					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
CO1: Describe the fundamental environmental, social, and economic issues underlying sustainability					
CO2: Comprehend terms, concepts and policies related to sustainable environmental practices					
CO3: Identify environmental hazards affecting air, water and land					
CO4: Articulate the interconnected and interdisciplinary nature of environmental studies					
CO5: Demonstrate an integrative approach to environmental issues with a focus on sustainability					
CO6: Examine the role of enterprise and its relationship to environmental and development challenges					
CO7: Develop vision and strategies to explain how to build a business culture of sustainability.					
<b>Outline of Syllabus: (per session plan)</b>					
<b>Module</b>	<b>Description</b>				<b>No of Hours</b>
1	Environment and Sustainability – Concept, Pollution – Climate change, Communication				10
2	Environment - Biodiversity, Illegal Logging, Movements and Ethics				11
3	Sustainability management and Business Applications				12
4	Indian and international agreements and policies				12
<b>Total</b>					<b>45</b>
					-

UNITS	SUSTAINABILITY MANAGEMENT	No. of Hours/Credits 45/3
<b>Module 1</b>	<p><b>Environment and Sustainability – Concept, Pollution – Climate change and Communication.</b></p> <ul style="list-style-type: none"> <li>• Multidisciplinary nature of environmental studies, importance of environmental studies in managing businesses of 21st century.</li> <li>• Environmental Degradation Meaning, causes, impact and remedies.</li> <li>• Environmental Pollution: Types (Air, water, land, and others), causes, effects and Measures</li> <li>• Global warming, Climate change, Ozone layer depletion, Acid rain and impacts.</li> <li>• Environmental communication and public awareness, case studies (c.g., CNG vehicles in Delhi)</li> </ul>	<b>10</b>
<b>Module 2</b>	<p><b>Environment - Biodiversity, Illegal Logging, Movements and Ethics</b></p> <ul style="list-style-type: none"> <li>• Biodiversity &amp; Threats to biodiversity: Habitat loss, poaching of flora and fauna, biological invasions. Conservation of biodiversity &amp; its importance.</li> <li>• Illegal logging and its impact on environment, local communities and economy</li> <li>• Disaster management: Concept and Role of National Disaster Management Authority</li> <li>• Environmental movements: Chipko, Silent valley, Save Aarey Kodaikanal mercury dumping by HUL, etc.</li> <li>• Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.</li> </ul>	<b>11</b>
<b>Module 3</b>	<p><b>Sustainability Management and Business Applications</b></p> <ul style="list-style-type: none"> <li>• Solid waste management: Control measures of urban and industrial waste. Concepts: Nuclear waste, e-waste &amp; biomedical waste (Business cases on waste management)</li> <li>• Non-renewable energy sources and business cases on application of non-renewable energy.</li> <li>• Sustainable development: Meaning, Importance, Triple Bottom-line, 3 Rs of Sustainability and Sustainable Development Goals.</li> <li>• Innovative Business Models: Eco-tourism, Green marketing, Organic farming, Eco-friendly packaging, Green finance, Green Production and Green Offices.</li> <li>• Sustainable circular economy: Concept and Business</li> </ul>	<b>12</b>

	Application	
<b>Module 4</b>	<p><b>Indian and International Agreements and Policies</b></p> <ul style="list-style-type: none"> <li>• International agreements: Kyoto Protocol (Joint Mechanism, Clean Development Mechanism and Emission trading) and Paris Agreement.</li> <li>• Environment Laws: Environment Protection Act; Air (Prevention &amp; Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act</li> <li>• Environmental Clearance: Objectives and process,</li> <li>• EIA: Meaning, importance, process, limitations and cases of EIA lapses</li> <li>• Environmental Auditing: Meaning and importance</li> </ul>	<b>12</b>

#### RECOMMENDED READINGS:

##### ESSENTIAL READINGS:

1. Textbook for Environmental Studies – Erach Bharucha for UGC
2. Environment Management , N.K. Uberoi , Excel Books, Delhi

##### SUPPLEMENTARY READINGS:

1. Environmental Management- National and global Perspectives, Swapan C. Deb , JAICO
2. World Commission on environment and Development. 1987. Our Common. Future. Oxford University Press.
3. United Nations, Department of Economic and Social Affairs - <https://sdgs.un.org/>
4. Strategy for Sustainability: A Business Manifesto Hardcover – July 6, 2009 by Adam Werbach; Harvard Business Press
5. Making Sustainability Stick: The Blueprint for Successful Implementation 1st Edition by Kevin Wilhelm, Pearson
6. Cradle to Cradle: Remaking the Way We Make Things by William McDonough, Michael Braungart; North Point Press.
7. The Waste-Free World: How the Circular Economy Will Take Less, Make More, and Save the Planet by Ron Goncn; Penguin Portfolio
8. Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive 2009 by Daniel C. Esty, Andrew Winston; Wiley.
9. The Triple Bottom Line: Does It All Add Up By Adrian Henriques
10. Environmental Movements In India by Patil R.B and Pawar; Rawat Publication, New Delhi
11. Environmental Marketing Strategis Practice Theory And Research. by Mintu Wimsatt Almat; Jaico Publication House



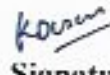
12. Economic development and environmental sustainability: new policy options by Lopez, Ramon (Editor); Oxford University Press
13. Energy and Natural Resources: sustainability and Management by Kumar, H. D.; Vitasta Publishing Pvt. Ltd.



**Signature**  
Ms. Shabana Khan  
**HOD**



**Signature**  
Dr. Bharat Patel  
**Approved by Vice –Principal**



**Signature**  
Dr. Krutika Desai  
**I/c PRINCIPAL**



**Shri Vile Parle Kelavani Mandal's  
MITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF  
SCIENCE &  
AMRUTBEN JIVANLAL COLLEGE OF COMMERCE AND  
ECONOMICS (AUTONOMOUS)**

*NAAC Reaccredited 'A' grade, CGPA: 3.57,  
Granted under RUSA, FIST-DST & -Star College Scheme of DBT, Government  
of India, Best College, University of Mumbai (2016-17)*

**Affiliated to the  
UNIVERSITY OF MUMBAI**

**Program: BACHELOR OF MANAGEMENT STUDIES**

**Semester - II**

**Choice Based Credit System (CBCS) with effect from  
Academic Year (2022-2023)**

<b>Program: Bachelor of Management Studies (B.M.S.)</b>				<b>Semester: II</b>	
<b>Course: BUSINESS ECONOMICS – II (MACRO)</b>				<b>Course Code:</b>	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Assessment (CA) (Marks - 25)</b>	<b>Semester End Examinations (SEE) (Marks- 75 in Question Paper)</b>
3	-	-	3	25	75
<b>Learning Objectives:</b>					
<ul style="list-style-type: none"> <li>• To build a strong foundation in macro economics</li> <li>• To provide knowledge regarding important macroeconomic concepts and theories</li> </ul>					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
CO1: Describe the nature and significance of macro economics					
CO2: Differentiate between inflation and deflation and determine which is a bigger evil.					
CO3: Solve numerical based on national income computation & ISLM analysis.					
CO4: Explain the different instruments of Monetary Policy					
CO5: Justify the need of Functional Finance in today's world					
CO6: Describe theory and issues of international trade					
CO7: Argue in favor of free trade / protectionism					
CO8: Identify causes of disequilibrium in balance of payment.					
<b>Outline of Syllabus: (per session plan)</b>					
<b>Module</b>	<b>Description</b>				<b>No of Hours</b>
1	Introduction to Macroeconomic Data and Theory				11
2	Money, Inflation and Monetary Policy				11
3	Constituents of Fiscal Policy				11
4	Open Economy: Theory and Issues of International Trade				12
<b>Total</b>					<b>45</b>

Unit	Topic	No. of Hours
<b>Module 1</b>	<b>Introduction to Macroeconomic Data and Theory</b> <ul style="list-style-type: none"> <li>• Macroeconomics: Meaning, Schools of Thought, Scope and Importance.</li> <li>• Unemployment (Structural, Frictional and Cyclical)</li> <li>• Circular flow of income</li> <li>• National Income Accounting- Concepts and Significance, Green GNP</li> <li>• Relationship between National Income and Economic Welfare.</li> <li>• Short run economic fluctuations: Features and Phases of Trade Cycles</li> <li>• Theory of Investment Multiplier</li> <li>• Simple problems involving computation of national income.</li> <li>• ISLM Analysis</li> <li>• Aggregate Demand and Aggregate Supply Analysis (Concept/ Introduction)</li> </ul>	<b>11</b>
<b>Module 2</b>	<b>Money, Inflation and Monetary Policy</b> <ul style="list-style-type: none"> <li>• Money Supply: Concept, Determinants of Money Supply - Factors influencing Velocity of Circulation of Money</li> <li>• Demand for Money; Motives for holding money as per Keynes and Keynes' liquidity preference theory of interest</li> <li>• Inflation: Demand Pull Inflation and Cost Push Inflation – Concept of Hyperinflation, Effects of Inflation</li> <li>• Inflation vs Deflation: which is a bigger evil?</li> <li>• Concept of Real Income (based on simple sum)</li> <li>• Concept of Wage price spiral</li> <li>• Monetary policy: Meaning, objectives and instruments, inflation targeting</li> </ul>	<b>11</b>
<b>Module 3</b>	<b>Constituents of Fiscal Policy</b> <ul style="list-style-type: none"> <li>• Principles of Sound and Functional Finance</li> <li>• Meaning &amp; Objectives of Fiscal Policy</li> <li>• Instruments of Fiscal policy</li> <li>• Canons of taxation</li> <li>• Significance of Public Expenditure</li> </ul>	<b>11</b>

	<ul style="list-style-type: none"> <li>• Public Debt</li> <li>• Union budget -Structure</li> <li>• Fiscal Responsibility and Budget Management Act.</li> </ul>	
<b>Module 4</b>	<p><b>Open Economy: Theory and Issues of International Trade</b></p> <ul style="list-style-type: none"> <li>• The basis of international trade: Ricardo's Theory of comparative cost advantage</li> <li>• Difference between Ricardo and The Heckscher – Ohlin theory</li> <li>• Arguments in favour of free trade and protectionism</li> <li>• Foreign Direct Investment vs Foreign Portfolio investment</li> <li>• Merits of Foreign Direct Investment</li> <li>• Role of Multinational corporations</li> <li>• Balance of Payments: Structure, Causes &amp; Measures to correct disequilibrium in balance of payment</li> <li>• Foreign Exchange Market</li> </ul>	<b>12</b>

*To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester.*

**RECOMMENDED READINGS:**

**1. ESSENTIAL READINGS:**

- Macro Economic theory by T.N/ Hajela (Annc Books)
- Economics-II by Johnson, Mascarenhas & Mody (Manan Prakashan)

**2. SUPPLEMENTARY READINGS**

- Macro Economics by Dr HL Ahuja (S.Chand)

<b>Program: Bachelor of Management Studies (B.M.S.)</b>				<b>Semester II</b>	
<b>Course : Basics of Financial Services</b>				<b>Course Code :</b>	
<b>Teaching Scheme</b>			<b>Evaluation Scheme</b>		
<b>Lecture (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credits</b>	<b>Continuous Assessment (CA) (Marks - 25)</b>	<b>Semester End Examinations (SEE) (Marks- 75 in Question Paper)</b>
3	Nil	Nil	3	25	75
<b>Learning Objectives:</b>					
<p>To Understand the structure of the Indian financial system. To get an acquaintance of the structure, role and functioning of each of its constituents with special emphasis on Financial institutions, insurance and financial markets..</p>					
<b>Course Outcomes:</b>					
<p>After completion of the course, learners would be able to: CO1: Familiarize Students with recently Introduced FS CO2: Comprehend constituents of financial system namely: financial markets, financial institutions, financial regulators and financial instruments, which will help them gain more in-depth understanding of different financial assets CO2: Apply financials Basics.</p>					
<b>Outline of Syllabus: (per session plan)</b>					
<b>Module</b>	<b>Description</b>				<b>No of Hours</b>
1	An overview of Financial System and its constituents				13
2	Financial Institutions				10
3	Introduction to Insurance				10
4	Introduction to Financial Markets				12
<b>Total</b>					45
					-
<b>Unit</b>	<b>Topic</b>				<b>No. of Hours</b>
<b>Module 1</b>	<p style="text-align: center;"><b>An overview of Financial System and its constituents:</b></p> <ul style="list-style-type: none"> <li>• Financial Markets – Types of Financial markets, functions</li> <li>• Financial Institutions - Classification and role of each type of institution</li> <li>• Financial Instruments and services – Types of financial instruments</li> <li>Financial services - Need for financial services and who provides the same</li> <li>• Interaction among the 4 constituents of the financial system</li> </ul>				13
<b>Module 2</b>	<p style="text-align: center;"><b>Financial Institutions-</b></p> <ul style="list-style-type: none"> <li>• <b>Reserve Bank of India:</b> Organisation &amp; Management, Role And Functions</li> <li>• <b>Banking sector:</b> Role, Classification, Role of Commercial banks, Functions, Investment Policy of</li> </ul>				10

	<p>Commercial Banks, Liquidity in Banks, Asset Structure of Commercial Banks, Non-Performing Assets, Interest Rate reforms, Capital Adequacy Norms.</p> <ul style="list-style-type: none"> <li>• <b>Development Banks:</b> Characteristics of Development Banks, Need And Emergence of Development Financial Institutions In India, Function of Development Banks.</li> <li>• <b>Other Financial Institutions:</b> IFCI, ICICI, NBFCs, Investment institutions in India (LIC, GIC)</li> <li>• <b>Specialized Financial Institutions:</b> EXIM, NABARD, SIDBI, NHB, SIDC, SME Rating agency of India Ltd, IIFCI., IWRFC (Their role, functions and area of concerns)</li> <li>• <b>Micro Finance – Definition &amp; Characteristics, Micro Finance Institutions.</b></li> </ul>	
<b>Module 3</b>	<p><b>Introduction to Insurance:</b></p> <ul style="list-style-type: none"> <li>• Concept, Basic Characteristics of Insurance, Insurance Company Operations</li> <li>• Principles of Insurance, Reinsurance, Purpose And Need Of Insurance</li> </ul> <p>Types of Insurance – Life and General Insurance, Different Kinds of Life Insurance Products, Types of General Insurance, Basic Idea About Fire And Marine Insurance and Bancassurance</p>	10
<b>Module 4</b>	<p><b>Introduction to Financial Markets</b></p> <ul style="list-style-type: none"> <li>• <b>Indian Money Market –</b> Meaning, Features, Functions, Importance, Defects, Participants, Components (Organized and Unorganized) (in detail) and Reforms</li> <li>• <b>Market of Virtual Digital assets – Concepts, Types, Virtual Digital Assets Vs Digital Currency</b></li> <li>• <b>Indian Capital Market -</b> Meaning,             <ul style="list-style-type: none"> <li>○ Features,</li> <li>○ Functions,</li> <li>○ Importance,</li> <li>○ Participants,</li> <li>○ Instruments,</li> <li>○ Reforms in Primary and Secondary Market,</li> <li>○ Stock Indices, NSF, BSE</li> <li>○ Depository Receipts - ADR and GDR</li> </ul> </li> </ul>	12

### RECOMMENDED READINGS:

#### 1. ESSENTIAL READINGS:

- Indian authors: M. Bhole, Financial Institutions and Markets, Tata McGraw Hill

#### 2. SUPPLEMENTARY READINGS:

- V. A. Avadhani, Marketing of Financial Services, Himalaya Publishers, Mumbai
- Vasant Desai, Indian Financial Systems, Himalaya Publishers

<b>Program: Bachelor of Management Studies (B.M.S.)</b>				<b>Semester: II</b>	
<b>Course: MARKETING MANAGEMENT</b>				<b>Course Code: UCMABMS203A</b>	
<b>Teaching Scheme</b>			<b>Evaluation Scheme</b>		
<b>Lecture (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Assessment (CA) (Marks - 25)</b>	<b>Semester End Examinations (SEE) (Marks- 75 in Question Paper)</b>
3	-	-	3	25	75
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To understand concept of marketing and their application.</li> <li>2. To be able to design marketing strategies for different offerings in different markets.</li> </ol>					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
CO1: Comprehend the definitions of Marketing and its role in business and society					
CO2: Articulate 4 Ps of marketing, along with insights into related topics of positioning, branding, and upcoming trends in the field of marketing management.					
CO3: Analyse critically, the marketing strategies of various existing brands					
<b>Outline of Syllabus: (per session plan)</b>					
<b>Module</b>	<b>Description</b>				<b>No of Hours</b>
1	Introduction				12
2	Segmentation, Targeting and Positioning				11
3	Marketing Mix				11
4	Contemporary issues in Marketing				11
<b>Total</b>					<b>45</b>
					-



Unit	Topic	No. of Hours
<b>Module 1</b>	<p><b>Introduction</b></p> <p>Core marketing concepts, scope of marketing and company orientation to market place. Introduction to the Marketing Mix concept. Creating Value for the customer- Tangible &amp; Intangible Benefits, Co-creating Value with the Customer, Value Delivery Process.</p> <p>Analyzing the marketing environment - meaning and importance, Marketing Environment of India</p> <p>Consumer Behaviour - Introduction, Factors influencing Buyer Behaviour</p>	12
<b>Module 2</b>	<p><b>Segmentation, Targeting and Positioning</b></p> <ul style="list-style-type: none"> <li>• Segmentation - Definition and importance, basis of segmentation, Segmentation based on Buyer Behaviour Pattern - Attributes of effective Segmentation, Multilevel Segmentation, Tasks involved in Segmentation</li> </ul> <p>Target Market Selection - Single segment concentration, Market specialization, Product specialization, Full market coverage</p> <p>Differentiating through Multiple Sources, Product Differentiation, Differentiation through tangible and Intangible Benefits, Criteria for effective Differentiation. Positioning - Definition, Tasks involved in Positioning</p>	11
<b>Module 3</b>	<p><b>Product and Pricing Mix</b></p> <p>Product - product levels, Classification of products, Product line and mix decisions product life cycle and its marketing implications, Packaging, labelling, Warranties and Guarantees.</p> <p>Pricing - Factors affecting price determination Procedure for setting prices; Pricing policies and strategies.</p>	11
<b>Module 4</b>	<p><b>Place and Promotion mix, Contemporary issues</b></p> <p>Place - Nature and importance of distribution channels; Types and functions of distribution middlemen; Channel management decisions; Retailing and wholesaling.</p> <p>Promotion - Promotion Decision; Communication process;</p>	11

	Promotion tools: Their Characteristics and relative merits and limitations; Designing promotion campaign; Brands - The role of Brands, Scope of branding, building brand equity, measuring brand equity; crafting a brand positioning and managing a brand  Contemporary trends in Marketing - Green Marketing, Digital Marketing, Social Marketing and cause related marketing, Neuro Marketing, Marktech	

*To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester.*

**RECOMMENDED READINGS:**

**1. ESSENTIAL READINGS:**

- a. Kotler Philip, Keller Kevin, Koshy Abraham and Jha Mithileshwar. Marketing Management. A South Asian Perspective; 14th edition, Pearson

**2. SUPPLEMENTARY READINGS**

1. Marketing Management – Kotler and Keller, Pearson Publication, 14<sup>th</sup> Edition
2. Saxena, Rajan. Marketing Management. Fourth edition, Tata McGraw Hill Publishing Co., New Delhi
3. Ramaswamy V.S. and Namakumari S. Marketing Management – Planning, Implementation and Control. Fourth edition, Macmillan
4. Kumar Arun & N Meenakshi. Marketing Management. Second Edition; Vikas Publications
5. Michael, J Etzel., Bruce J Walker and W. J. Stanton; Marketing. 13th edition, McGraw Hill, New York
6. Jorge Alberto Souza De Vasconcellosa. Strategy Moves: 14 Complete Attack and Defense Strategies for Competitive Advantage. Pearson

**(C) Other Materials** (eg. links for videos, websites, blogs, MOOCs course):

<https://epgp.inlibnet.ac.in/>

<b>Program: Bachelor of Management Studies (B.M.S.)</b>				<b>Semester: II</b>	
<b>Course: INDUSTRIAL LAW</b>				<b>Course Code: UCMABMS204A</b>	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lecture (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutori al (Hours per week)</b>	<b>Credit</b>	<b>Continuous Assessment (CA) (Marks - 25)</b>	<b>Semester End Examinations (SEE) (Marks- 75 in Question Paper)</b>
3	-	-	3	25	75
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To build a strong foundation in Industrial Law</li> <li>2. To provide knowledge regarding important Acts applied by the Business Organisations in real life.</li> </ol>					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
CO1: Comprehend significant laws applicable to industries.					
CO2: Compare the knowledge of such acts will help them to relate to real life situations.					
CO3: Devise various policies related to industries & its labor force.					
<b>Outline of Syllabus: (per session plan)</b>					
<b>Module</b>	<b>Description</b>				<b>No of Hours</b>
1	The Factory Act 1948 and The Payment of Wages Act 1936				10
2	The employees' State Insurance Act 1948				11
3	Employees' Provident Funds and Miscellaneous Provisions Act 1952 and The Payment of Gratuity Act 1972				13
4	Industrial Disputes Act, 1948				11
<b>Total</b>					45
					-

Unit	Topic	No. of Hours
Module 1	<p><b>The Factory Act 1948 and The Payment of Wages Act 1936</b></p> <ul style="list-style-type: none"> <li>• objectives, definitions – adult, adolescent ,child ,young person , manufacturing process, worker, factory ,inspector, occupier, various provisions- health, safety, welfare, employment of young persons, amendment bill 2016.</li> <li>• Objectives, Definition – industry and other establishment, wages, rules and regulations for payment of wages, deductions of wages, penalties and other offences, case studies.</li> <li>• Child &amp; Adolescent labour ((Prohibition &amp; Regulation) Act, 1986</li> </ul>	10
Module 2	<p><b>The employees' State Insurance Act 1948</b></p> <ul style="list-style-type: none"> <li>• objectives, applicability, Meaning &amp; definitions- employee, family, principal employer, ESI corporation, standing committee, medical benefit council, contribution, benefits, penalties and damages, case studies</li> <li>• Sexual harassment of women at workplace (prevention, prohibition &amp; Redressal) Act, 2013</li> </ul>	11
Module 3	<p><b>Employees' Provident Funds and Miscellaneous Provisions Act 1952 and The Payment of Gratuity Act 1972</b></p> <ul style="list-style-type: none"> <li>• Objectives, Definition – contributions, exempted employee, establishment, administrative bodies- central/state board, executive committee, provident fund scheme, pension scheme, contribution, calculation, employees' deposit-linked insurance scheme, penalties, case studies</li> <li>• Objectives, Definition Appropriate government, continuous service, superannuation, retirement, rules and regulations for payment, calculation of gratuity, forfeiture of gratuity, penalty, nomination, case studies</li> </ul>	13
Module 4	<p><b>Industrial Disputes Act, 1948</b></p> <ul style="list-style-type: none"> <li>• Object of the act, Definition of Industry, what is Industrial Dispute, what is an Individual Dispute, Authorities under the Act – Works Committee, conciliation officers,</li> </ul>	11

	<p>boards of conciliation, courts of inquiry, Strikes, lockouts, lay-off, retrenchment Award, case studies.</p> <ul style="list-style-type: none"><li>•</li></ul>	
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*To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester.*

**RECOMMENDED READINGS:**

**ESSENTIAL READINGS:**

1. Industrial Law' – By Mr. N.D. Kapoor (Sultan Chand)
3. Labour & Industrial Law by P. K. Padhi (PHI)

**SUPPLEMENTARY READINGS:**

1. Employee's Provident Fund' - By Chopra D. S (Labor Law Agency)
2. Commercial and Industrial Law' – By S. K. Dasgupta (Sterling Publishers)
3. Industrial and Labour Laws' – By Dr. Sanjeev Kumar (Bharat H.P Ltd)
4. Industrial Law' – By Bell D (Pitman London)

<b>Program: Bachelor of Management Studies (B.M.S.)</b>				<b>Semester: II</b>	
<b>Course: BUSINESS STATISTICS</b>				<b>Course Code: UCMABMS205 A</b>	
<b>Teaching Scheme</b>			<b>Evaluation Scheme</b>		
<b>Lecture</b> (Hours per week)	<b>Practical</b> (Hours per week)	<b>Tutorial</b> (Hours per week)	<b>Credit</b>	<b>Continuous Assessment (CA)</b> (Marks - 25)	<b>Semester End Examinations (SEE)</b> (Marks- 75 in Question Paper)
3	-	-	3	25	75

**Learning Objectives:**

1. To provide knowledge regarding important statistical tools and formulas
2. To understand importance of statistics in real life situations

**Course Outcomes:**

After completion of the course, learners would be able to:

- CO1: Describe the nature, functions and significance of statistics
- CO2: Judge whether Statistics is Science or Art or both.
- CO3: Compute various measures of central tendency.
- CO4: Represent data using various graphs/diagrams.
- CO5: Compute various measures of dispersion and correlation.
- CO6: Apply various forecasting techniques
- CO7: Interpret the value of index numbers
- CO8: Solve elementary problems based on probability.

**Outline of Syllabus: (per session plan)**

Module	Description	No of Hours
1	Introduction to Statistics and Presentation of Data	15
2	Measures of Dispersion and Correlation	10
3	Forecasting Techniques and Index Numbers	10
4	Probability	10
<b>Total</b>		<b>45</b>
		-

*To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester.*

Unit	Topic	No. of Hours
Module 1	<p><b>Introduction to Statistics and Presentation of Data</b></p> <ul style="list-style-type: none"> <li>• Introduction to Statistics: Types of Data – Primary and Secondary, Data Collection Methods, Advantages and limitations of Statistics.</li> <li>• Statistics- A Science or Art or Both</li> <li>• Presentation of Data: Simple Bar Diagram, Percentage Bar diagram, Histogram, Frequency Curve, Ogives, Graphical location of mode using histogram, graphical location of median using ogives.</li> <li>• Measures of Central Tendency: Arithmetic Mean, Median, Mode</li> <li>• Comparative analysis of mean, median and mode</li> <li>• Concept of Outlier, Simpson's Paradox, Examples where median is superior to mean.</li> </ul>	15
Module 2	<p><b>Measures of Dispersion and Correlation</b></p> <ul style="list-style-type: none"> <li>• Qualities of a good measure of dispersion</li> <li>• Absolute Measures → Range, Standard Deviation, Quartile Deviation</li> <li>• Relative Measures → Coefficients of Range, Quartile Deviation, Variation</li> <li>• Karl Pearson's Coefficient of Correlation (Properties and Calculations; Concept of Probable Error and testing whether <math>r</math> is significant or not.</li> <li>• Spearman's Rank Correlation Coefficient</li> </ul>	10
Module 3	<p><b>Forecasting Techniques and Index Numbers</b></p> <ul style="list-style-type: none"> <li>• Regression Analysis - Linear Regression Equations – Statement, Properties, Uses, Calculations</li> <li>• Time Series- Components, Seasonal Variation and Cyclical Variation, Difference between Seasonal Variation &amp; Cyclical Variation, Least Squares Method, Moving Average Method (3 yearly)</li> <li>• Introduction, Meaning, Uses of Index Numbers, Problems in calculating index numbers</li> </ul>	10

	<ul style="list-style-type: none"> <li>• Laspeyre's, Paasche's, Dorbish-Bowley, Fisher Index Number and other key index numbers.</li> <li>• Consumer Price Index/ Cost of Living Index Number and concept of Real Income.</li> </ul>	
<b>Module 4</b>	<p><b>Probability</b></p> <ul style="list-style-type: none"> <li>• Basic Concepts in Probability – Experiment, Sample space, Sample point, Different types of events</li> <li>• Definition of Probability</li> <li>• Addition and Multiplicative Laws</li> <li>• Brief revision of permutations/combination rules</li> <li>• Concept of Acts, States of Nature, Payoff, Simple problems based on EMV / EOL and Concept of Maximin, Maximax and Laplace criteria with simple problems</li> </ul>	10

**RECOMMENDED READINGS:**

**ESSENTIAL READINGS:**

1. Business Mathematics and Statistics by NG Das & JK Das (Mc Graw Hill)
2. Business Statistics by Dr MN Welling, Mrs Saraph and Mrs Diwanji (Manan Prakashan)

**SUPPLEMENTARY READINGS:**

1. Business Statistics by Dr S.K. Khandelwal (International Book House)
2. Business Statistics by J.K. Sharma (Pearson Education)



<b>Program: BACHELOR OF MANAGEMENT STUDIES (B.M.S.)</b>				<b>Semester : II</b>	
<b>Course: INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT</b>				<b>Course Code: UCMABMS206 A</b>	
<b>Teaching Scheme</b>			<b>Evaluation Scheme</b>		
<b>Lecture (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Assessment and Evaluation (CAE) (Marks - 25)</b>	<b>Term End Examinations (TEE) (Marks-75 in Question Paper)</b>
04	-	-	04	25	75
<b>Learning Objectives:</b>					
<ul style="list-style-type: none"> <li>• To know fundamentals of Computer systems and new trends in computing for business.</li> <li>• To get acquainted with the new and cutting trends of Computers.</li> <li>• To know fundamentals ERP and Database.</li> <li>• To know different concepts of Networking and cyber security.</li> </ul>					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
<b>CO1:</b> Comprehend the fundamentals of computers and working of computers in management.					
<b>CO2:</b> Examine and solve business problems using computers.					
<b>CO3:</b> Enumerate the database ,network and it's security					
<b>Outline of Syllabus: (per session plan)</b>					
<b>Module</b>	<b>Description</b>				<b>No of hours</b>
1	Introduction to Information Technology and Advanced Trends in Computers.				15
2	Excel Skills for Business				15
3	ERP and Database				15
4	Securing the IT World and Ethics				15
	<b>Total</b>				<b>60</b>

Mod ule	Information Technology in Business Management	No. of Hours/Credits 60/4
1	<p><b>Introduction to Information Technology and Advanced Trends in Computers.</b></p> <p>Introduction to Computers: Software - System Software: Operating system, interpreter, compiler - Application software: General Purpose Packaged Software and tailor made software.</p> <p>Operating System: Objectives, types and functions of Operating Systems, working with Windows Operating System, Introduction to Unix and Linux operating system.</p> <p>Technology in ecommerce: An overview of the internet, basic network architecture and the layered model, internet architecture, intranets and extranets, world wide web, web system architecture, ISP, URL's and HTTP, cookies. Building and hosting your website: choosing an ISP, registering a domain name, web promotion, internet marketing techniques, e-cycle of internet marketing, personalization, mobile agents, tracking customers, customer service, CRM and e-value.</p> <p>Introduction to Cloud Computing and its applications in business., Introduction to Artificial Intelligence and its applications in business.</p>	15
2	<p><b>Excel Skills for Business</b></p> <p><b>Basic Excel</b> Cell basics, worksheet, workbook, DATA TYPE (Arithmetic, Text, Date, Logical), Functions : Arithmetic – Sum(), Average(), Count(), Min(), Max(), Round(), Int(), Text – Left(), Right(), Mid() Date – Date(), Month(), Year(), Day(), WeekDay(),today( ) Logical – If(), Sumif(), sumifs( ), countifs() Countif(), And(), Or() ,LOOK UP FUNCTION : Vlook up, Hlook up ,lookup ,Data Sorting &amp; Filtering.</p> <p><b>Advanced Excel</b> 3D Referencing, working with Multiple worksheets, linking workbook, Name range, Consolidate by position, Consolidate by category, Advanced Charting Techniques, Sparkline, Trendline , Concatenate Function ,Subtotal ,WHAT IF ANALYSIS: goal seek , scenario analysis, data tables ,solver tool ,DATA VALIDATION : Number Date and Time validation , Text and List Validation Custom Validation Dynamic Drop down list creation, PIVOT TABLE : Creating Simple Pivot Table ,Basic and Advanced Value Field Setting ,Classic Pivot Table</p>	15
3	<p><b>ERP and Database</b></p> <p><b>Introduction to ERP:</b> Concept &amp; definition, features, major characteristics, levels of ERP, Benefits of ERP, Enterprise potentials of ERP, Modules of ERP, Phases of ERP implementation, Limitations of ERP. E-CRM Concept &amp; definition, features, Types of E-CRM, Functional Components of E-CRM, Introduction to SAP.</p> <p><b>Introduction to DBMS</b> – database, dbms – definition, overview of dbms, advantages of dbms, data models , er data model– domains, attributes, tuples and relations,</p>	15

	relational model notation, characteristics of relations, relational constraints - primary key, referential integrity, unique constraint, null constraint <b>mysql:</b> what is sql, how to create database in mysql, create table, mysql insert into query, mysql select statement, mysql where clause — and, or, in, not in, how to add row in table, mysql delete query ,query example, string functions, math functions, date functions.	
<b>4</b>	<b>Securing the IT World and ethics</b>	<b>15</b>
	Security in cyberspace, Security objectives, Security threats in the E-commerce environment – malicious codes (virus, Trojan, worm), Cyber-crimes: hacking, spoofing, sniffing, phishing, and cyber vandalism. Basic cryptography for enabling security in e-commerce: encryption: public and private key encryption, internet security using VPN, firewalls, SSL. IT Act 2000: Objectives, Definitions, Electronic governance, Regulation of certifying authorities, Digital signatures and certificates, Cyber offences vs. Cyber Crimes. Ethical issues, legal issues, taxation issues and international issues in e-commerce. Introduction to Free and Open Source Software, Intellectual property, Privacy, Ethical issues.	

**RECOMMENDED READING:**

**ESSENTIAL READINGS:**

1. Computer fundamental: by V .Rajaraman; PHI.
2. Microsoft Excel 2016 Bible, John Walkenbach.

**SUPPLEMENTARY READINGS:**

Fundamental of Information Technology ,Srivastava Cheton.

1. Microsoft Office 2016 Step by Step, by Joan Lambert, Curtis Frye
2. Network Security William Stallings, Prentice Hall.
3. Computer networks Forouzon, Tata Merawhill.
4. <https://www.guru99.com/mysql-tutorial.html>.

<b>Program: Bachelor of Management Studies (B.M.S.)</b>				<b>Semester: II</b>	
<b>Course: Foundation Course (F.C.)</b>				<b>Course Code: UCMABMS107A</b>	
<b>Teaching Scheme</b>			<b>Evaluation Scheme</b>		
<b>Lecture (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutori al (Hour s per week)</b>	<b>Credit</b>	<b>Continuous Assessment (CA) (Marks - 25)</b>	<b>Semester End Examinations (SEE) (Marks- 75 in Question Paper)</b>
2	-	-	2	25	75
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To understand the multi-culture diversity and about the social issue.</li> <li>2. To understand the Indian constitution</li> </ol>					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
CO1: Get an overview of Indian society and its multicultural diversity					
CO2: Comprehend the causes and effects of economic and societal disparity.					
CO3: Compare others with the Indian constitution and political system					
CO4: Construct videos on various issues of societal disparity as a project work					
<b>Outline of Syllabus: (per session plan)</b>					
<b>Module</b>	<b>Description</b>				<b>No of Hours</b>
1	Overview of Indian Society & Concept of Human Rights)				06
2	Concept of Disparity				08
3	The Indian Constitution and Significant Aspects of Political Processes				10
4	Growing Social Problems in India				06
<b>Total</b>					<b>30</b>
					-

*To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester.*

Unit	Topic	No. of Hours
<b>Module 1</b>	<p><b>Overview of Indian Society &amp; Concept of Human Rights</b></p> <p><b>Indian Society</b></p> <p>Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; language</p> <p>Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.</p> <p><b>Human Rights</b></p> <p>Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights;</p> <p>Human Rights constituents with special reference to Fundamental Rights stated in the Constitution;</p>	<p>06</p>
<b>Module 2</b>	<p><b>Concept of Disparity:</b></p> <p>Understand the concept of disparity as arising out of stratification and inequality;</p> <p>gender inequality with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media;</p> <p>inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.</p> <p>inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism;</p> <p>causes and effects of conflicts arising out of regionalism and linguistic differences.</p>	<p>08</p>
<b>Module 3</b>	<p><b>The Indian Constitution and Significant Aspects of Political Processes</b></p> <p>Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules;</p> <p>Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social</p>	<p>10</p>

	<p>fabric of Indian society; Basic features of the Constitution. The party system in Indian politics;</p> <p>Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics.</p>	
<b>Module 4</b>	<p>Growing Social Problems in India:</p> <p>a) Substance abuse- impact on youth &amp; challenges for the future</p> <p>b) HIV/AIDS- awareness, prevention, treatment and services</p> <p>c) Problems of the elderly- causes, implications and response</p> <p>d) Issue of child labour- magnitude, causes, effects and response</p> <p>e) Child abuse- effects and ways to prevent</p> <p>f) Trafficking of women- causes, effects and response</p> <p>g) Sustainable Development Goals (Reading &amp; Discussions)</p>	06

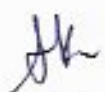
**RECOMMENDED READING:**

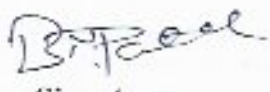
**ESSENTIAL READINGS:**

1. Asthana, D. K. and Asthana, M. (2012). A Textbook of Environmental Studies, S. Chand & Company Ltd., New Delhi.
2. Banerjee, A. (2013). Contemporary Urbanisation in India: Issues and Challenges. Concept Publishing Co. Pvt. Ltd. New Delhi.

**ESSENTIAL READINGS:**

1. Das, B.K., and Banerjee A. (2014). Biodiversity Conservation in India: Management Practices, Livelihood Concerns and Future Options. Concept Publishing Co. Pvt. Ltd. New Delhi.
2. Goel, S. (Ed) (2016). Management of Resources for Sustainable Development. Orient Blackswan.
3. Gurgung, C. (2013). Eco-Conservation and Sustainable Living. Narosa Publishing House.
4. Hung, Y. Lawrence, L.K., and Shamma N.K., (Eds.) (2012). Handbook of Environment and Waste Management: Air and Water Pollution Control. World Scientific Co. Pvt. Ltd.
5. Krishnamoorthy, Bala (2017). Environmental Management Text and Cases. PHI Learning Pvt. Ltd.
6. Kumar, A. (2016). Environment and Agriculture. APH publishing corporation

  
Signature  
Ms. Shabana Khan  
HoD

  
Signature  
Dr. Bharat Patel  
Approved by Vice –Principal

  
Signature  
Dr. Krutika Desai  
I/c PRINCIPAL