

Mahatma Education Society's
Pillai College of Arts, Commerce & Science
(Autonomous)

Affiliated to University of Mumbai

New Panvel



Syllabus for First Year Bachelors of
Management Studies (BMS) Semester II

Program: Bachelors of Management
Studies (BMS)

(Semester based Credit and Grading system for the
academic year 2019-20)

First Year Bachelors of Management Studies (BMS)

Semester II						
Course Code	Course Type	Course Title	Theory/ Practical	Marks	Credits	Lectures/ Week
PUCMS201	CORE	PRINCIPLES OF MARKETING	Theory	100	3	04
PUCMS202	CORE	INDUSTRIAL LAW	Theory	100	3	04
PUCMS203	CORE	BUSINESS MATHEMATICS	Theory	100	3	04
PUCMS204	CORE	BUSINESS COMMUNICATION II	Theory	100	3	04
PUCMS205	CORE	FOUNDATION COURSE - II	Theory	100	2	03
PUCMS206	CORE	BUSINESS ENVIRONMENT	Theory	100	3	04
PUCMS207	CORE	PRINCIPLES OF MANAGEMENT	Theory	100	3	04
TOTAL				700	20	27

BOS	Commerce
Class	BMS
Semester	II
Subject Name	Principles of Marketing
Subject Code	PUCMS201
Level of Subject	Basic

Objectives :

1. To understand the basic concepts in marketing and their relevance in perspective to current Business Scenario in India
2. To inculcate among students an understanding of Marketing Mix and Marketing Environment.

Unit No.	Name of Unit	Topic No.	Name of Topic	Number of Lectures
1	Introduction to Marketing	1.1	Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing, Marketing v/s Selling, Traditional Concept of Marketing v/s Modern Concept of Marketing	15
		1.2	Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges.	
		1.3	Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.	
2	Marketing Environment, Research and Consumer Behaviour	2.1	Components of marketing Environment - Internal Environment -Management structure; Marketing Channels; Markets in which a firm operates. External Environment- Micro Environment – Customers, Competitors, Suppliers, Shareholders, Media, Government, Financial	15

			Institutions, General Public. Macro environment: Political Factors; Economic Factors; Socio Cultural Factors , Technological Factors (PEST Analysis)	
		2.2	Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; customer research; production research	
		2.3	MIS: Meaning, features and Importance Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour	
3	Marketing Mix	3.1	Marketing mix: Meaning –elements of Marketing Mix, Product- Product mix, Product line lifecycle- product planning – New product development- failure of new product-levels of product.	15
		3.2	Branding –Packing and packaging – role and importance, Pricing-objectives, factors influencing pricing policy and pricing strategy	
		3.3	Physical distribution – meaning – factor affecting channel selection-types of marketing channels , Promotion – meaning and significance of promotion,Promotion Tools (brief)	
4	Segmentation, Targeting and Positioning and Trends In Marketing	4.1	Segmentation – meaning , importance , basis	15
		4.2	Targeting – meaning , types Positioning – meaning – strategies	
		4.3	New trends in marketing – E-marketing- Internet marketing and marketing using Social network, Social marketing/Relationship marketing	
Total number of lectures				60

Expected Outcome:

1. It helps in developing marketing skill among students in order to cater the needs of marketing Industries.
2. Students will understand how to undertake crucial tasks in marketing Business such as Competitive analysis etc.

Reference Books

1. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
2. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
3. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
4. Pillai R S, Bagavathi, Modern Marketing
5. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi

BOS	Commerce
Class	FY BMS
Semester	II
Subject Name	Industrial Law
Subject Code	PUCMS202
Level of Subject	Medium

Objectives:

1. To make students aware about legislations in India governing Industrial Law
2. To make students acquaint about punishment and penalties incase of breach of provisions of Industrial Law

Unit No.	Name of Unit	Topic No.	Name of the Topic	No. of Lectures
1	Laws Relating to Industrial Relations and Industrial Disputes	1.1	Industrial Disputes Act,1947: - Definition, Authorities, Provision Relating to Awards and Settlements	24
		1.2	Provision Relating to Strikes, Lockouts, Layoffs, Retrenchment and closure	
		1.3	The Trade Union Act,1926: -Object of the Act, Provision Relating to Registration of Trade Union Sec 3- Sec10, Funds of Trade Union- Sec 15 and Sec 16, Amalgamation of Trade Union	
2	Laws Relating to Health, Safety and Welfare	2.1	The Factory Act: - Object of the Act, Definition – Factory, Workers, Manufacturing Process, Hazardous Process, Occupier and Duties of Occupier	12
		2.2	Provision Relating to Health of Workers, Provision Relating to Safety of Workers, Provision Relating to Welfare of Workers, Provision Relating to Employment of Young Children in Factory	
		2.3	The Employee (Workmen’s) Compensation Act, 1923- Introduction, The Doctrine of Assumed Risk, The Doctrine of Common Employment, The Doctrine of Contributory Negligence, Definitions, Employers Liability for Compensation	
3	Social Legislation	3.1	The Employees State Insurance Act,1948: - Object of Act, Employee’s State Insurance Corporation, Standing Committee	12
		3.2	Medical Benefit Council, ESI Contribution, ESI Benefits, Penalties and Damages	
		3.3	Employee’s Provident Fund and Miscellaneous Provision Act,1952: - Object of the Act,	

			Employees Provident Fund Scheme, Determination of dues from Employees	
4	Laws Relating to Compensati on Managemen t	4.1	The Payment of Wages Act: - Object of Act, Definitions, Authorised Deduction from Wages, Penalty for offence under the Act	12
		4.2	The Payment of Bonus Act: - Object of the Act, Eligibility and Disqualification for bonus, Minimum and Maximum Bonus	
		4.3	The Payment of Gratuity Act: - Object of the Act, Provision relating to payment of gratuity Sec 4, Forfeiture of Gratuity Sec 4(6), Determination of the amount of Gratuity Sec 7, Provision of Nomination under Act Sec6, Penalties under Act Sec 9	
Total number of lectures				60

Expected Outcome: -

1. The students shall get knowledge about labour and Industrial Laws
2. The Students shall get knowledge about bonus and gratuity related laws and Provident fund related laws which shall make them more confident in Practical world

Reference Book: -

1. Industrial law by Ramnath Iyer
2. Industrial law by S.N. Mishra
3. Industrial law by P.L.Malik

BOS	Mathematics and Statistics
Class	F.Y.B.M.S.
Semester	II
Subject Name	BUSINESS MATHEMATICS
Subject Code	PUCMS203
Level of Subject	Medium

Objectives:

1. Apply quantitative methods in solving business problems
2. Motivating students to apply mathematical model in solving financial problems

Unit No.	Name of Unit	Topic No.	Name of Topic	Number of Lectures
1	Financial Mathematics	1.1	Simple Interest, Compound Interest	15
		1.3	Annuities	
		1.4	Equated Monthly Installments, Amortization of loans, Flat Interest Rate	
2	Calculative Mathematics	2.1	Determinants, Cramer's Rule	15
		2.2	Matrices – Addition, Scalar Multiplication, Matrix Multiplication, Transpose of a Matrix, Inverse of a Matrix using Ad-joint method	
		2.3	Input / Output Analysis	
3	Derivative Mathematics	3.1	Functions, Function in Economics and Commerce, Break Even Point and Equilibrium Point	15
		3.2	Derivatives – Derivatives of Constant Function, Power Functions, Log Functions and Exponential Functions	
		3.3	Applications of Derivatives – Maxima and Minima, Average Revenue, Marginal Revenue, Elasticity of Demand	
4	Interpolation	4.1	Numerical Methods and Interpolation	15
		4.2	Newton's Forward and Backward Differences	
Total number of lectures				60

Expected Outcome:

1. To have a knowledge of Elementary Financial Mathematics
2. Prepare students for their future careers in business

Reference Books

1. Business Mathematics by Gary Clendenen & Stanley A Salzman
2. Mathematics for Business Careers by Jack Cain & Robert A Carman
3. Schaum's Outline of Basic Business Mathematics by Eugene Don, Joel Lerner
4. Business Mathematics by Bari
5. Business Mathematics by Zameerudin Qazi

BOS	Communication
Class	FY. B.M.S.
Semester	II
Subject Name	Business communication-II
Subject Code	PUCMS204
Level of Subject	Medium

Objectives:

1. To enhance communication and presentation skills of students.
2. To enhance the writing skills of students.

Unit No.	Name of Unit	Topic No.	Name of Topic	Number of Lectures
1.	Presentation Skills	1.1 1.2 1.3	(To be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation	05
2.	Group Communication	2.1 2.2 2.3 2.4	Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations- External and Internal measures	20
3.	Business Correspondence	3.1 3.2 3.3	Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail:- Letters of Inquiry, Letters of Complaints, Claims, Adjustments, Sales Letters, Follow-Up Letters, Cover letters Consumer Grievance Letters, Letters under Right to Information (RTI) Act	20
4.	Language and Writing Skills	4.1 4.2 4.3	Reports: Meaning, Parts Types Feasibility Reports, Investigative Reports Summarization: Identification of main and supporting/sub points Presenting these in a cohesive manner	15
Total number of lectures				60

Expected Outcome:

1. Students will have a clear idea of an effective presentation and group discussions
2. Students will develop an understanding of writing trade letters and different types of reports.

Reference Books:

1. Business Communication Today, Courtland L Bovee, John V Thill
2. Principles of Marketing by Philip Kotler
3. Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill, New York.
4. Ghanekar, A (1996) Communication Skills for Effective Management. Everest Publishing House, Pune
5. Agarwal, Anju D (1989) A Practical Handbook for Consumers, IBH.

BOS	Business Economics
Class	B.M.S
Semester	II
Subject Name	Foundation Course – II
Subject Code	PUCMS205
Level of the Subject	Basic

Objectives:

1. To make students aware about the basic knowledge relating to Human rights, environment and several problems associated with Indian society.
2. To make students more known regarding stress and conflicts.

Unit No.	Name of Unit	Name of Topic	No. of Lectures
1	Globalisation and Indian Society	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Changes in employment sector due to globalization, Changes in agrarian sector due to globalization; Corporate farming and increase in farmer's suicides; Migration- Types, Causes and Effects.	12
2	Human Rights	Concept of Human Rights-Characteristics of Human Rights; Fundamental Rights stated in the Constitution; Recent developments in Human rights.	10
3	Ecology	Importance of Environment Studies in the current developmental context; Components of Environment, Types and Structure of Ecology; Environmental Degradation-causes and impact on human life; Sustainable development-concept and components.	11
4	Understanding and Managing Stress and Conflict in Contemporary Society	Causes of stress and Types of conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Teenage stress; Aggression and violence as the public expression of conflict. Use of coping mechanisms for managing stress. Methods and strategies for responding to conflicts. Maslow's theory of self-actualisation.	12
Total number of lectures			45

Expected Outcome:

1. The students would have increased awareness and accountability as a citizen.
2. It would bring increased competitiveness and empathy among the students.

References

- How to Have a Beautiful Mind- Edward De Bono. (Ebury Press).
- F.C. II–Mascarenhas&Mody (Marvel Publication).
- F.C. II–MichealVaz, Meeta Seta &Madhu Nair (MananPrakashan).
- Foundation Course in Contemporary Issues- II, P.G. Shinde, Sheth Publication.
- Foundation Course-II in Contemprory Issues, Pragati Publications.
- Deshpande, Satish 2003. Contemporary India- A Sociological View.

BOS	Business Management
Class	FYBMS
Semester	II
Subject	Business Environment
Subject Code	PUCMS206
Level	Basic

Objectives:

1. To provide a background of various environment factors that has major repercussions on business
2. To provide knowledge about International Business Environment
3. To develop the skill required to take better business decision at right time.

Unit No.	Name of Unit	Topic No.	Name of Topic	Number of Lectures
1	Introduction to Business Environment	1.1	Business: Meaning, Definition, Nature & Scope, Types of Business Organizations. Business Environment: Meaning, Characteristics, Scope and Significance	15
		1.2	Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis	
		1.3	Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image Brand Equity External Environment: Firm, customers, suppliers, distributors, Competitors, Society.	
		1.4	Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal	
2	External Business Environment (Political and Economical)	2.1	Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.	15

		2.2	Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy	
		2.3	Impact of business: Impact of business on Private sector, Public sector and Joint sector.	
		2.4	Sun-rise sectors and Challenges: Sun-rise sectors of India Economy. Challenges of Indian economy	
3	External Business Environment(Socio-cultural/ Technological and Competitive)	3.1	Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact	15
		3.2	Social Audit, Social Responsibility and CSR: Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business	
		3.3	Technological environment: Features, impact of technology on Business	
		3.4	Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies	
4	International Environment	4.1	International Environment: GATT/ WTO: Objective and Evolution of GATT, Uruguay round, GATT v/s WTO, Functions of WTO, Pros and Cons of WTO.	15
		4.2	Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model	
		4.3	MNCs, TNC's & FDI: MNC's- Definition, meaning, merits, demerits, MNCs in India. TNC's - Definition, meaning, merits, demerits FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries Factors influencing FDI, FDI operations in India,	
		4.4	Challenges: Challenges faced by International Business and Investment Opportunities for Indian Industry.	
Total number of lectures				60

Expected Outcomes:

1. Familiarize with the nature of business environment and its components.
2. Analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspective
3. Awareness about business environment at national and international level

Reference Books

- Francis Cherunilam, Business Environment-Himalaya Publishing House, New Delhi
- K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi
- MISHRA AND PURI, Indian Economy, Himalaya Publishing House, New Delhi
- Business Environment Raj Aggarwal Excel Books, Delhi
- Strategic Planning for Corporate Ramaswamy V McMillan, New Delhi
- Business and society - Lokanathan and Lakshmi Rajan, Emerald Publishers.
- Economic Environment of Business - M. Adhikary, Sultan Chand & Sons.
- Transnational Corporations and Local Innovation- José Cassiolato, Graziela Zucoloto, Dinesh Abrol, and Liu Xielin, Routledge, IDRC

BOS	Business Management
Class	First Year Bachelor of Management Studies (FYBMS)
Semester	II
Subject Name	Principles of Management
Subject Code	PUCMS207
Level	Basic

Objectives:

1. To provide a basis of understanding to the students with reference to working of business organizations through the process of management
2. To inculcate the managerial skills and teach how it can be executed in a variety of situations

Unit No.	Name of Unit	Topic No.	Name of Topic	Number of Lectures
1	Introduction to Management	1.1	Management: Concept, Characteristics, Significance	15
		1.2	Roles & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid	
		1.3	Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach	
2	Planning and Decision Making	2.1	Planning: Meaning, Importance, Elements, Process, Limitations and MBO Planning - Meaning, Importance, Elements, Process, Advantages and Limitations	15
		2.2	Decision Making: Meaning, Importance, Process, Techniques of Decision Making	
		2.3	MBO – Meaning, Features	
3	Organizing	3.1	Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations	15
		3.2	Departmentation: Meaning, Basis and Significance Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control,	

			Centralization v/s Decentralization	
		3.3	Delegation: Authority & Responsibility relationship	
4	Directing, Leadership, Co-ordination and Controlling	4.1	Directing: Meaning and Process Leadership: Meaning, Styles and Qualities of Good Leader	15
		4.2	Co-ordination as an Essence of Management Controlling: Meaning, Process and Techniques	
		4.3	Recent Trends: Green Management & CSR	
Total number of lectures				60

Outcomes:

1. Demonstrate critical thinking when presented with managerial problems and express their views and opinions on managerial issues in an articulate way
2. Identify the management process and some of the key skills required for the contemporary management practice.
3. Principles of Management add to their knowledge and ability to deal with various situations and also help in handling recurring contemplated problems.

Reference Books:

1. Principles of Management, Ramasamy, Himalaya Publication , Mumbai
2. Principles of Management, Tripathi Reddy, Tata Mc Grew Hill
3. Management Text & Cases, VSP Rao, Excel Books, Delhi
4. Management Concepts and OB, P S Rao & N V Shah, AjabPustakalaya
5. Essentials of Management, Koontz II & Mc. Grew Hill , New York
6. Principles of Management-Text and Cases –Dr..M.SakthivelMurugan, New Age Publications