JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)

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

Affiliated to
University of Mumbai

Program : Bachelor of Management Studies

Proposed Course : FYBMS SEM 1

Credit Based Semester and Grading System (CBCS) with effect from the academic year 2019-20

Academic year 2019-2020

Semester 1			
Course Code	**Course Title**	**Credits**	**Lectures /Week**
CBMS101	Introduction to Financial Accounts	3	4
CBMS102	Business Law	3	4
CBMS103	Business Statistics	3	4
CBMS104	Business Communication	3	4
CBMS105	Foundation Course-I(Conflict & Negotiation)	2	4
CBMS106	Principles of Management	3	4
CBMS107	Managerial Economics	3	4

FYBMS Semester I – Application Based Learning

Course: CBMS101	Course Title: Introduction to Financial Accounts (Credits : 3 Lectures/Week: 4)	
	Objectives: To enhance the ability of the student to recognize economic events that need to be recorded in the accounting records **Outcomes:** This curriculum is designed to equip the students with accounting principles and standards used in the corporate sector	
Unit I	**Introduction** a) Accounting: Meaning, Scope, Need, development, Branches and Objectives b) Accounting principles: Introduction to concepts and conventions c) Introduction to framework of IAS	15 L
Unit II	**Accounting transactions** a) Accounting Transactions: Day books, Journal & ledger, Rules regarding posting: Trial balance, Bank Reconciliation Statement b) Expenditure Classification, Effects of error, Criteria test c) Receipts: Capital receipt and Revenue receipt d) Profit or Loss: Revenue Profit or Loss, capital profit or loss, Goodwill e) International Financial Reporting Standards: IAS-1, IAS-2 f) Accounting in Computerized Environment: Introduction, Features and application	15 L

Unit III	**Depreciation accounting and trial balance**
	   a) Depreciation accounting
	   b) Practical problem based on depreciation using SLM and WDV methods.
	c) Preparation of Trial Balance
	d)Financial statement closure entries
		15 L

Unit IV	**Final Accounts** a) Introduction to Final Accounts b) Rectification of errors c) Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet	15 L

References:
1. Ashok Banerjee, (2002), Financial Accounting (a managerial emphasis), Excel Books
2. Anil Choudhary, (2007), Fundamental of Accounting and Financial Analysis, Pearson Education
3. T.P. Ghosh, (2011),Indian Accounting Standards and IFRS for non-finance executives, By, Taxman
4. P.C. Tulsian,(2002), Financial Accounting, Pearson Publications, New Delhi
R.L Gupta and M. Radhaswamy, (2014), Advanced Accountancy, New Delhi, S. Chand and Sons (P) Ltd.,
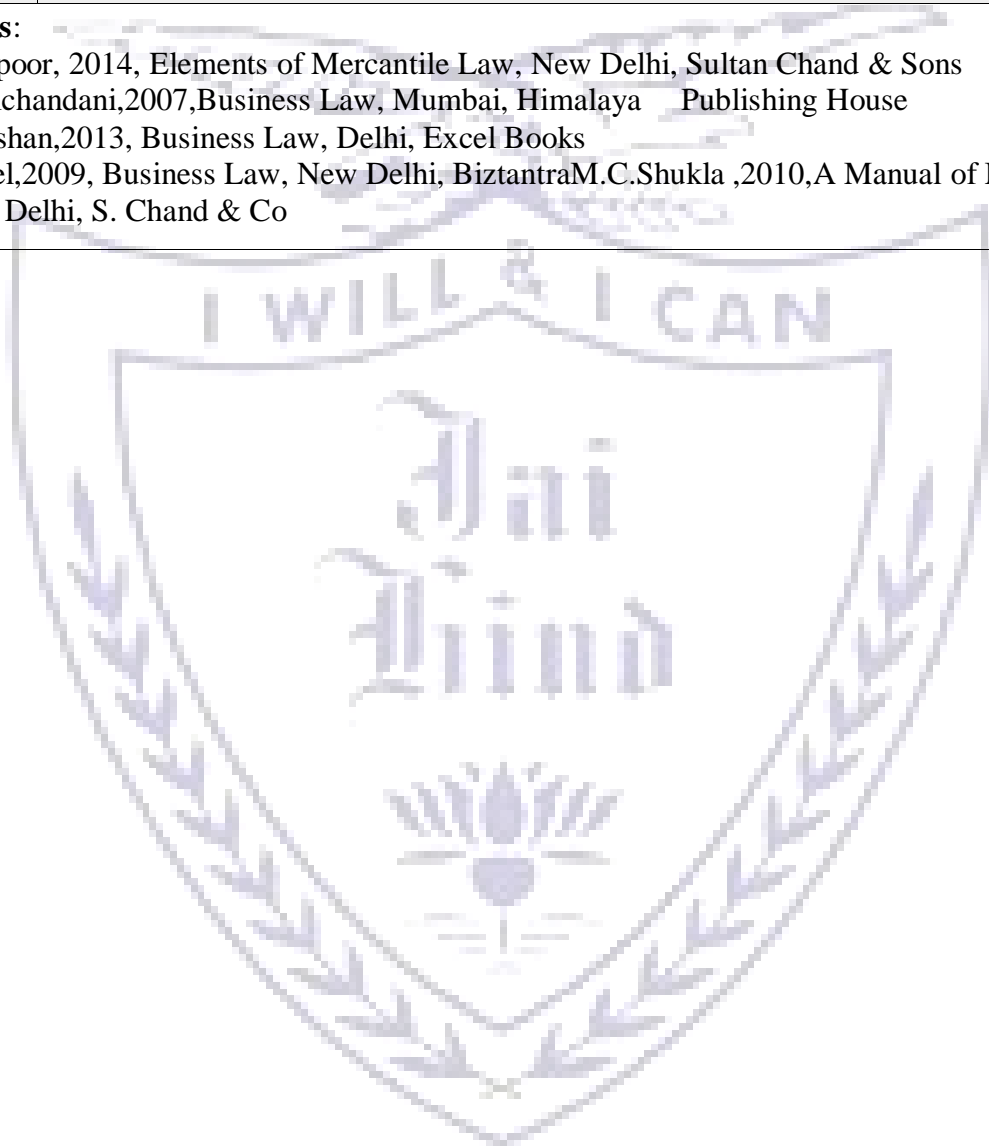
Course: CBMS102	Course Title: Business law (Credits: 3 Lectures/Week: 4)	
	Objectives: To expose the students to the objects & broad framework of legislative enactments within which business operates **Outcomes:** This curriculum covers various legal aspects related to businesses which are used in real life with practical examples (application of cases).	
Unit I	**Indian Contract Act 1872 and Sales of Goods Act 1930** a. Introduction to the process of legislative regulation by regulators and secondary legislation. b. Law of Contract (The Indian Contract Act, 1872) : Section 1-30 c. Essential Elements of Contract - Agreement and Contract d. Capacity to Contract – Free Consent e. Consideration - Lawful objects/consideration f. Sales of Goods Act, 1930 Scope of the Act - Sale and Agreement to sell g. Essentials of a valid sale Contract - Conditions and Warranties h. Rights of an unpaid seller i. Rules of Delivery - Auction sales – CIF & FOB contract' j. Indian Partnership (The Indian Partnership Act, 1932) k. Partnership Formation - Types of Partnerships - Dissolution of Partnership l. Rights , Duties and liabilities of partners m. Limited Liability Partnership	15 L
Unit II	**NEGOTIABLE INSTRUMENTS ACT 1981 AND CONSUMER PROTECTION ACT 1986** a) Negotiable Instrument Act,1981: Introduction of Negotiable Instruments b) Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque c) Rules regarding dishonored cheques	15 L
Unit III	**COMPANY LAW** a) Company Law: What is Company? b) Incorporation of company – MOA, AOA, Prospectus, Meetings c) Meaning of transfer and transmission of shares Introduction to Corporate Governance and Statutory Audit	15 L

Unit IV	**Consumer protection act 1986 and Introduction to GST** a) Objects of consumer Protection - Introduction of consumer b) Meaning of the words "Goods and Services" c) Meaning of the words "Defects and Deficiencies of Goods and services" d) Consumer disputes and complaints - Unfair Trade Practice e) Consumer Protection Councils - Consumer Disputes - Redressal Agencies f) Introduction to GST	15 L

References:
1. N.D.Kapoor, 2014, Elements of Mercantile Law, New Delhi, Sultan Chand & Sons
2. K.R.Bulchandani,2007,Business Law, Mumbai, Himalaya   Publishing House
3. S S Gulshan,2013, Business Law, Delhi, Excel Books
4. P.K.Goel,2009, Business Law, New Delhi, BiztantraM.C.Shukla ,2010,A Manual of Mercantile Law, New Delhi, S. Chand & Co

Semester I – Application Based Learning

Course: CBMS103	Course Title: BUSINESS STATISTICS (Credits : 3 Lectures/Week: 4)	
	Objectives: To familiarize the students with the basic concepts and its application in relation to business **Outcomes:** This curriculum introduces core business statistics and fundamental aspects of decision-making with the help of statistical analysis of data	
Unit I	**Descriptive statistics For Univariate Data** a) Introduction to Statistics: Types of data, Data collection methods Census and Sample Survey b) Presentation of data: Tabular (Frequency distribution) and Graphical (Frequency Curve, Ogives, Histogram) c) Measures of Central Tendency: Arithmetic mean, median, mode, geometric mean-their properties and applications d) Measures of Dispersion: Absolute Measures: Range, Quarterly, deviation, Standard deviation. Variance Relative measures coefficient of range, coefficient of quartile deviation. Coefficient of variation	15 L
Unit II	**Correlation and regression** a) Karl Pearson's coefficient of correlation, Spearman's Rank Correlation coefficient b) Time Series: Components Additive and multiplicative models c) Regression-Estimation of linear trend by least squares method, moving average method, Determination of seasonal trend using simple average method d) Index Numbers : Simple and weighted index numbers construction of index number- fixed and chain base; Laspayre's, Paasche's, Kelly's and Fisher's index number; Cost of living index numbers; Deflating, Splicing, Shifting of Base Year	15 L
Unit III	**Probability and Probability Distribution** a) Probability Sample space as a concept, different types of events. Definition of probability b) Addition and Multiplication Laws of probability (Statements and use only), Conditional probability c) Random Variable Expectation and Variance d) Probability distributions-Binomial and Normal	15 L

Unit IV	Testing of hypothesis	15L
	a) Sampling distribution :- Sample mean and sample proportion Determination of sample size b) Hypothesis: Simple and composite, Null and alternative, Types of errors, level of significance (concepts only) c) Large sample tests, Tests for mean and difference in two means. d) Proportion and difference in two proportions e) T-test, chi-square test (concept only) f) Introduction to multivariate analysis, Data Envelope Analysis	

References:

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

Semester I – Application Based Learning

Course: CBMS104	Course Title: BUSINESS COMMUNICATION (Credits : 3 Lectures/Week: 4)	
	Objectives: Students will develop a foundation for designing effective communication, both written and oral, from concept to delivery, including vocabulary and body language **Outcomes:** This curriculum covers the basic soft skills for communication- listening, oral and written as per industry standards. It presents communication as an integral element to management strategy and as a critical component for success in the work place.	
Unit I	**Fundamentals of Communication** a) Evolution of Communication b) Channels, Barriers to communication, Business Etiquettes c) Listening Skills	15 L
Unit II	**Business Correspondence** a) Theory of Business Letter Writing, fundamentals and nuances of email writing and protocols b) Formal and Informal letter writing, Resume writing c) Notice, agenda and resolutions	15 L
Unit III	**Oral Communication Skills** a) Understanding the audience, body language	15 L
Unit IV	**Presentation Skills and Group Discussion** a) Principles of effective presentation b) Interviews, Meetings and Group discussions	15 L
References: 1. Kaul, 2009 Business Communication,2e, Prentice Hall India 2. Lesikar, 2015, Basic Business Communication, 13e, Tata McGraw Hill 3. Scot Ober, 2007, Contemporary Business Communication, 7e, Houghton Mifflin 4. John M. Penrose, 2003,Business Communication for Managers: An Advanced Approach, 5e, South-Western publishers 5. Amy Newman, 2015, Business Communication, 9e, Pearson		

Semester I – Application Based Learning

Course: CBMS105	Course Title: Foundation Course (Credits : 2 Lectures/Week:4)	
	➢**Objectives:**To understand the nature of conflicts, their causes and outcomes ➢To study the aspects of conflict management and how to handle them effectively. ➢To get insight into negotiations and negotiation process **Outcomes:** This course is designed to enable the students to understand the process for conflict resolution and negotiation while working in team.	
Unit I	**Overview of conflict** a) Overview of Conflict b) Industrial and Organizational Conflict c) Self Conflict d) Domains of Conflicts e) Conflict Outcomes f) Importance of conflict management for corporate governance through alignments of stakeholders	15 L
Unit II	**Conflict Management** a) Conflict Management- Internal and External b) Prevention of Industrial Conflicts c) Settlement of Conflicts and role of Emotional Intelligence d) Respect for contrarian views	15 L
Unit III	**OVERVIEW OF NEGOTIATION** a. Negotiation and Distributive and Integrative Negotiation (concepts) b. Role of Communication in Negotiation Skills c. Cross-Cultural Negotiation & International Negotiations: Meaning, Factors influencing, Ways to resolve d. Negotiation as an Approach to Manage Conflicts	15 L
Unit IV	**Managing Negotiations, Ethics in Negotiation and 3D Negotiation** a) Third Party Negotiation: Mediation, Arbitration, Conciliation, Consultation b) Skills for Effective Negotiation c) Ethics in Negotiation d) Influence of culture on negotiation e) 3D Negotiation f) Alternative dispute resolution	15 L

References:
1. Chris Voss, (2016), Never split the difference: Negotiating as if your life is depended on it, Harper Business, New York.
2. Daniel Shapiro, (2016), Negotiating the non-negotiable: How to resolve your most emotionally charged conflicts, Viking, New York.
3. Deepak Malhotra, (2016), Negotiating the Impossible: How to break deadlocks and Resolve ugly Conflicts, Berrett-Koehler, Oakland, California.
4. Roger Fisher, William L. Ury, Bruce Patton, (2011), Getting to yes: Negotiating Agreement without giving in, 3rd edition, Penguin Books, London.
5. Barbara Mitchell, Cornelia Gamlem, (2015), The Essential Workplace Conflict Handbook: A quick and handy resource for any manager, HR professional, or anyone who wants to resolve disputes and increase productivity, Career Press, Wayne, New Jersey.
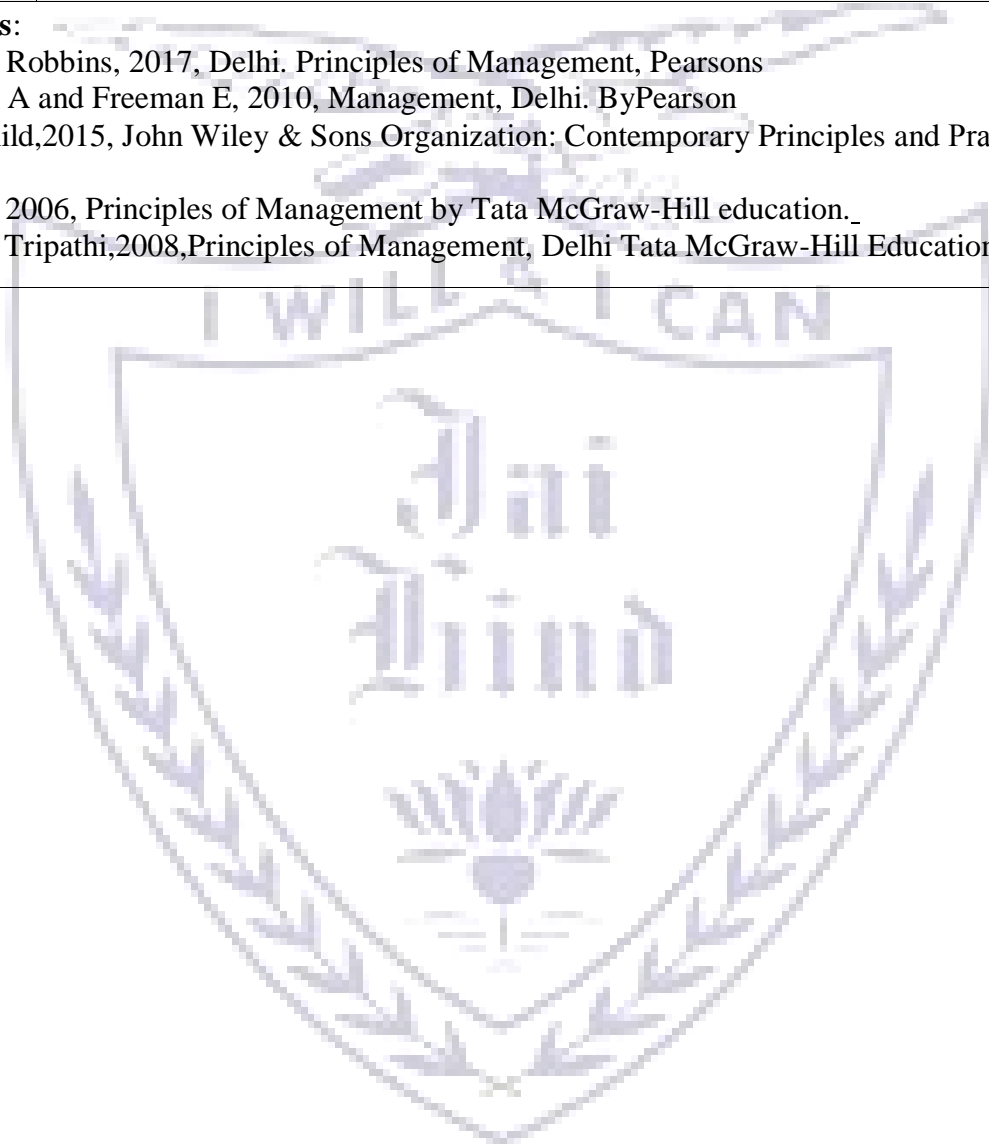
Course: CBMS106	Course Title: PRINCIPLES OF MANAGEMENT (Credits :3 Lectures/Week: 4)	
	Objectives: • Introduction to fundamentals of business management. • To develop practical management, including the ability to work in teams, to communicate clearly, both for managerial and scientific purposes. • To equip students with managerial skills alongside with their knowledge of the subject, making them better leaders **Outcomes:** The curriculum focuses on critical thinking and problem solving, using logic and Analysis with the help of application oriented learning and caselets.	
Unit I	**Introduction to Management** • Evolution of Management • Agency Theory and Stewardship Theory • Decision Making Process • Managers and you in the workplace	15 L
Unit II	**Planning and organising** • Goals and plans, Annual Business planning/corporate planning • Long and short term, Strategic planning, Execution planning, Strategic framework- OGSM • Organizing: Organizational Design, Elements of Organizational • Design, Organizing around Teams, team building and result orientation • Introduction to Organization and Human behavior	15 L
Unit III	**Leading and motivation** a) Leading i. Early Leadership Theories: Leadership Traits and behaviour ii. Contingency Theories: Fiedler's Model, Hersey and Blanchard's Situational Leadership iii. Contemporary Views of Leadership iv. Leadership Issues in 21st Century v. Leadership skills and qualities b) Motivation: i. Contemporary Theories of Motivation: Goal setting Theory, Reinforcement Theory, Equity Theory, Expectancy Theory ii. Current Issues in Motivation	15 L

Unit IV	Directing, monitoring and controlling.	15 L
	a) The Process for Directing, monitoring and controlling b) Controlling for Organisation and Employee Performance c)Tools for Measuring Organisational Performance d) Time management and work life balance e) difference between management control and business control	

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

Course:CB MS107	Course Title: Business Economics (Credits : 3 Lectures/Week: 4)	
	Objectives: • Develop the ability to explain core economic terms, concepts, and theories. • To produce well trained professionals with inter and multi disciplinary skills for Applied Economic analysis. **Outcomes:** The curriculum introduces economic concepts and principles which are useful in understanding the general economic environment within which businesses and other organisations operate. It examines how consumers and firms make decisions and how they interact with each other in markets.	
Unit I	**Introduction and Demand Analysis** a) Scope and Importance of Business Economics b) Basic tools-Opportunity Cost Principle-Incremental and Marginal concepts c) Basic economic relations-functional relations: equations-Total, Average and Marginal relations-use of Marginal analysis in decision making(concept only) d) Forms of business capital and theory of rent e) The basics of market demand, market supply and equilibrium price(concept only) f) Shifts in the demand and supply curves and equilibrium(concept only) g) Elements of economic environment for business and its impact h) Demand Function- Nature of demand curve under different markets i. Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional), market mechanisms. ii. Relationship between elasticity of demand and revenue concepts iii. Domestic v/s International markets- Economic barriers i) Demand estimation and forecasting : Meaning and Significance j) Methods of demand estimation: survey and statistical methods. k) Numerical illustrations on trend analysis and simple linear Regression	15 L
Unit II	**Pricing Practices** Cost oriented pricing methods: a) Cost – plus (full cost) pricing b) Marginal cost pricing c) Mark up pricing, Maximum retail price d) Discriminating pricing e) Multiple – product pricing f) Transfer pricing (case studies on how pricing methods are used in business world)	15 L

Unit III	**Supply and Production Decisions and Cost of Production**	15 L
	a) Production function: Short run analysis with Law of Variable Proportions b) Production function with the two variable inputs and least cost combination of inputs c) Long run production function and Laws of Returns to Scale d) Expansion path e) Economies and diseconomies of Scale f) Cost Concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost-total, average and marginal cost g) Cost Output Relationship in the Short Run and LAC h) Learning curve i) Break even analysis (with business application)	
Unit IV	**Market Structure:** **Perfect Competition and Monopoly and pricing and output decisions under Imperfect Competition** a) Short run and long run equilibrium of a competitive firm and of industry b) **Monopoly** – short run and long- run equilibrium of a firm underMonopoly c) **Monopolistic competition**:, (topics to be taught using case studies from real life examples) i. Equilibrium of a firm under monopolistic competition ii. debate over role of advertising d) **Oligopolistic markets**(with practical examples) i. Key attributes of oligopoly ii. Collusive and non collusive oligopoly market e) Price rigidity Cartels and price leadership models	15L

1. **References**: Ahuja, H.L., (2007), Managerial Economics, Delhi, S. Chand & Co.
2. Joel, Dean,(2012), Managerial Economics, Eastern Edition, Prentice Hall Publisher
3. Atmanand, (2009), Managerial Economics, New Delhi, Excel Books
4. Keat, Paul G & Philip K. Y. Young, (2013), Managerial Economics- Economic Tools for Today's Decision
Makers; Delhi, Person Education Ltd.
5. Truett, Lila J. and Dale B. Truett, (2006), Managerial Economics: Analysis, Problems, Cases; 8th edition, John Wiley & Sons
6. Samuelson, William F. and Stephen G. Marks, (2015), Managerial Economics,8th edition, Hoboken, NJ John Wiley & Sons, Inc.
7. Schiller, Bradley R. and Karen Gebhardt, (2015), The Economy Today (The McGraw-hill Series Economics), 14th edition, McGraw-Hill Education
8. Frank, Robert H. and Ben S. Bernanke, (2007), Principles of Economics, New Delhi, Tata McGraw Hill

Evaluation Scheme

I. **Continuous Assessment (C.A.) - 40 Marks**

(i) **C.A.-I : Test/ Project/ Assignment (20 Marks)**

(ii) **C.A.-II : Test/ Project/ Assignment (20 Marks)**

II. **Semester End Examination (SEE)- 60 Marks**