



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: BMS

Proposed Course: Management Studies

Semester II

**Credit Based Semester and Grading System (CBGS) with effect  
from the academic year 2020-21**

***F.Y.BMS SEMESTER II Syllabus***

**Academic year 2020-2021**

<b>Semester II</b>			
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lectures /Week</b>
CBMS201	Principles of Marketing	3	4
CBMS202	Business Environment	3	4
CBMS203	Industrial Law	3	4
CBMS204	Business Mathematics	3	4
CBMS205	Cost Accounting	3	4
CBMS206	Corporate Communications & Public Relations	3	4
CBMS207	Foundation Course II(Change Management)	2	4

## Semester II – Application Based learning

<b>Course Code</b> <b>CBMS201</b>	<b>Course Title: Principles of Marketing ( Credits: 03 Lectures/week: 4L)</b>	
<b>Learning Objectives</b>	1) This course provides an introduction to basics marketing concepts. 2) Students will develop a comprehensive understanding of the subject and will be able to apply course concepts to real or imaginary products. 3) They will also appraise the opportunities and threats of conducting business in a world with fewer barriers	
<b>Unit – I:</b>	<b>Introduction to Marketing</b> a) Introduction to Marketing: Definition, features b) Introduction to Purchase Process (in Brief) c) The 4P’s and 4C’s of marketing d) Marketing v/s Selling. e) Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. f) Orientations of a firm: Production concept; Product concept; selling concept, marketing concept, social relationship and Holistic marketing concept. g) Introduction to Quality Research (through field visit)	<b>15 L</b>
<b>Unit – II:</b>	<b>The Environment of Business</b> a) The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. b) Macro environment: Political Factors; Economic Factors; Socio -Cultural Factors, Technological Factors (PESTEL Analysis) c) Marketing research: Meaning, features, Importance of marketing research. d) Types of marketing research: Product research; Sales research; consumer/customer research; production research e) Generation and gender diversity differentials	<b>15 L</b>

<b>Unit – III</b>	<b>Marketing mix</b> a) Marketing mix: Meaning –elements of Marketing Mix b) Marketing mix: Meaning –elements of Marketing Mix, c) Branding d) Packing and packaging –role and importance e) Pricing –objectives-factors influencing pricing policy and Pricing strategy. f) Physical distribution –meaning –factor affecting channel selection-types of marketing channels g) Promotion –meaning and significance of promotion h) Promotion tools (brief)	<b>15 L</b>
<b>Unit – IV</b>	<b>Segmentation, Targeting, Positioning and Trends in marketing</b> a) Segmentation –meaning, importance, basis  b) Targeting –meaning and types  c) Positioning –meaning –strategies d) Vals psychographic segmentation e) New trends in marketing(practical learning)–E-marketing, Internet marketing and marketing using Social network f) Ethics in marketing AI, AR, VR, IOT, Voice (Alexa, Google Home)	<b>15 L</b>
<b>References:</b>	<ol style="list-style-type: none"> <li>1. Marketing management: A South Asian Perspective, Kotler, Keller, Koshy and Jha, Pearson, 2012</li> <li>2. Marketing Concepts and Cases, Stanton, Walker and Pandit, Etzel, Tata Mcgraw Hill, 2008</li> <li>3. Principles of Marketing, Kurtz Boone, 12e, Thomson, 2006</li> <li>4. Marketing, Kerin &amp; Hartley, 13e, Tata Mcgraw Hi, 2016</li> <li>5. Positioning by Al Ries &amp; Jack Trout</li> <li>6. The Marketing white book (MCQ based evaluation)</li> </ol>	

## Semester II – Application Based learning

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

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

## Semester II – Application Based learning

<b>Course Code</b> CBMS203	<b>Course Title: Industrial Law( Credits: 03 Lectures/week: 4L)</b>	
<b>Learning Objectives</b>	To emphasize on the practical aspect and uses of Industrial Law by the Organisation	
<b>Unit – I:</b>	<b>Laws Related to Industrial Relations and Industrial Disputes</b>  a) Industrial Disputes Act, 1947: Definition, Authorities, Awards, Arbitration & Dispute Resolution, Settlements, Strikes Lockouts, Lay Offs Retrenchment and Closure b) The Trade Union Act, 1926	<b>15 L</b>
<b>Unit – II:</b>	<b>Laws Related to Health, Safety and Welfare</b> a) The Factory Act 1948: (Provisions related to Health, Safety and Welfare)	<b>15 L</b>
<b>Unit – III:</b>	<b>Social Legislation</b> a) Employee State Insurance Act 1948: Committees councils and various benefits b) Employees’ Provident fund and Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues c) Public Provident Funds and NPS	<b>15 L</b>
<b>Unit-IV:</b>	<b>Laws Related To Compensation Management</b> a) The payment of Wages Act 1948: Objectives, Definition, Authorized Deductions b) Minimum Wages Act, 1948 c) The Payment Of Gratuity Act, 1972 and Payment Of Bonus Act 1965,	<b>15 L</b>
<b>References:</b>	<ul style="list-style-type: none"> <li>• Industrial and Labour Laws, Dr. Sanjeev Kumar Bharat, Law H P Ltd ,2004</li> <li>• Commercial and Industrial Law, S.K. Dasgupta, Sterling Publisher,1984</li> <li>• Industrial Law, N.D. Kapoor, Sultan Chand,2011</li> <li>• Labour Law Agency Bare – Acts,Chopra D.S., Employee’s Provident Fund, Govt. Publications, 1961</li> <li>• Industrial Law, Mr.P.L.Mallick, Eastern Book Company,2007</li> </ul>	

## Semester II – Application Based learning

<b>Course Code</b> <b>CBMS204</b>	<b>Course Title: Business Mathematics (Credits: 03 Lectures/week: 4L)</b>	
<b>Learning Objectives</b>	<p>Challenge the student to understand how to process and interpret information to arrive at logical conclusions to common business math applications.</p> <p>Develop proficiency in the application to solve business math problems connect acquired knowledge and skills with practical problems in economic practice Use the results of mathematical calculations to help evaluate various options in reaching financial decisions, whether personal or business-related</p>	
<b>Unit – I:</b>	<b>Elementary Financial Mathematics</b> <ul style="list-style-type: none"> <li>a) Simple and Compound Interest: Interest (compounded once a year, more than once a year, continuous, nominal and effective rate of interest)</li> <li>b) Annuity-Present and future value-sinking funds</li> <li>c) Depreciation of Assets</li> <li>d) Equated Monthly Instalments (EMI) -using flat interest rate and reducing balance method.</li> <li>e) Functions: Algebraic functions and the functions used in business and economics</li> <li>f) Break Even and Equilibrium point</li> <li>g) Permutation and Combination: (Simple problems to be solved with the calculator only)</li> <li>h) Interest and Annuity</li> <li>i) Commercial Arithmetic - Time &amp; Distance problems</li> <li>j) Simultaneous equations</li> </ul>	<b>15 L</b>
<b>Unit – II:</b>	<b>MATRICES &amp; DETERMINANTS</b> <ul style="list-style-type: none"> <li>a) Matrices</li> <li>b) Some important definitions and some important results.</li> <li>c) Matrix operation (Addition, scalar multiplication, matrix multiplication, transpose of a matrix)</li> <li>d) Determinants of a matrix of order two or three–</li> <li>e) Properties and results of Determinants</li> <li>f) Solving a system of linear equations using Cramer’s rule</li> <li>g) Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method</li> <li>h) Case study–Input Output Analysis</li> </ul>	<b>15L</b>

<b>Unit – III:</b>	<b>Derivatives and its Application to Management</b> a) Introduction b) Rate of change (only concept) c) Types of derivatives –constant, algebraic, polynomial, exponential, logarithmic d) First and second order derivatives e) Rules for derivatives –sum/ difference, product, quotient, and chain rule. (implicit, parametric, taking logs on both sides omitted) f) Increasing/decreasing functions g) Marginal Cost/Supply/Revenue functions. Maxima/Minima. Profit Function h) Elasticity of Demand/Supply/Cost i) Optimization Problems	<b>15L</b>
<b>Unit – IV:</b>	<b>Integration</b> a) Integration as a revenue process of integration b) standard formulae –integration of constant function, $x^n$ , $e^x$ , $a^x$ , $\log x$ c) Rules for integrals –sum, difference and scalar multiplications d) Simple problems on Integration techniques such as finding total cost from marginal cost, total revenue from marginal revenue e) Definite integrations: simple problems (No properties) f) Applications such producer’s surplus, consumer’s surplus, income inequality g) Basics of / Introduction to Python h) Newton's extrapolation and intrapolation	<b>15L</b>
<b>References:</b>	<ol style="list-style-type: none"> <li>1. Sydsaeter Knut, Peter Hammond, Arne Strom, 2012,Essential Mathematics For Economic Analysis, (4th Edition), Pearson India</li> <li>2. Trivedi, Kashyap&amp;Chirag Trivedi, (2011,)Business Mathematics, Pearson India</li> <li>3. QaziZameeruddin, V.K. Khanna, &amp; S.K. Bhambri,( 2009), Business Mathematics , (2nd Edition), Vikas Publishing House</li> <li>4. Chiang, Alpha C. ,( 2013), Fundamental Methods of Mathematical Economics ,(4th Edition), McGraw-Hill International</li> <li>5. Akhilesh, K.B. &amp; S. Balasubrahmanyam, (2009) , Mathematics and Statistics for Management, (1st edition), Vikas Publishing House</li> <li>6. Lipschutz, Semour&amp; Marc Lars Lipson, (2017), Discrete Mathematics (Schaum’s Outline Series)(3rd Edition), , McGraw Hill Education India.</li> <li>7. Sancheti , D.C. &amp; V.K. Kapoor, (2012), Business Mathematics, (11<sup>th</sup> edition), New Delhi, Sultan Chand and Sons</li> </ol>	

## Semester II – Application Based learning

<b>Course Code</b> <b>CBMS205</b>	<b>Course Title: Cost Accounting (Credits: 03 Lectures/week: 4L)</b>	
<b>Learning Objectives</b>	To apply appropriate judgment derived from knowledge of accounting theory, to financial analysis and decision making	
<b>Unit – I:</b>	<b>Introduction to Cost Accounting</b> a) Introduction to Markets b) Meaning, Nature and scope c) Objective of Cost Accounting-Financial Accounting v/s Cost Accounting Advantages and disadvantages of Cost Accounting d) Elements of Costs-Cost classification (concept only)- - Installation of Cost Elements of Costs-Cost classification (concept only)- - Installation of Cost Accounting System, Process (Simple and Inter process) and Job Costing (Practical Problems)	<b>15 L</b>
<b>Unit – II:</b>	<b>Elements of Cost</b> a) Material Costing Stock valuation (FIFO & weighted average method) EOQ, EOQ with discounts b) Calculation of Stock levels (Practical Problems) c) Labour Costing –(Bonus and Incentive Plans) (Practical Problems) d) Overhead Costing-(Primary and Secondary Distribution)	<b>15 L</b>
<b>Unit – III:</b>	<b>Reconciliation between Cost and Financial records</b> a) A Cost Sheet (Current and Estimated) and Pricing (Practical Problems) b) Reconciliation of financial accounts and cost accounting (Practical Problems)	<b>15 L</b>

<b>Unit – IV:</b>	<b>Elementary Principles and Techniques of Marginal Costing</b> a) Uniform Costing and Inter firm Comparison b) Emerging Concepts: Target Costing, Benchmarking, JIT c) Strategic Based Control- concept, process Standard costing and budgetary control Process costing d) Cost drivers e) Marginal Costing	<b>15L</b>
<b>References:</b>	1) Cost Accounting Theory and Practice, M.N. Arora S. 12 <sup>th</sup> edition, Vikas Publishing House Pvt. Ltd. , New Delhi,(2013) 2) Cost Accounting, Khan, M.Y. & P.K. Jain, New Delhi, Tata McGraw-Hill Publishing Company Ltd. , (2000) 3) Advanced Cost Accounting: (theory, Problems and Solutions),Arora M.N. New Delhi ,Himalaya Publishing House, (2010)	

## Semester II – Application Based learning

<b>Course:</b> <b>CBMS206</b>	<b>Course Title: Corporate Communication and Public Relations (Credits : 3 Lectures/Week: 4 )</b>	
	<p><b>Objectives:</b>          To provide a basic understanding of the concepts of corporate communication and public relations and to introduce the various elements of corporate communication and considering their roles in managing organizations</p> <p><b>Outcomes:</b>          This course focuses on the management, strategic planning and implementation of marketing, communication, and public relations techniques to resolve corporate dilemmas</p>	
<b>Unit I</b>	<p><b>Foundation of Corporate Communication</b></p> <p>a) Corporate Communications: Scope and Relevance          b) Corporate Communication in India          c) Corporate Communication in Contemporary Organization          d) Keys Concept in Corporate communication          e) Stakeholder management and communication          f) Ethics and Law in Corporate Communication.</p> <p style="padding-left: 20px;">i. Importance of Ethics in Corporate Communication          ii. Mass Media Laws: Defamation, Invasion of Privacy          iii Copyright Act          iv. Digital Piracy          v. Information and data security and safety.</p> <p>g) Journalistic principles and codes</p>	<b>15 L</b>
<b>Unit II</b>	<p><b>Understanding Public Relations</b></p> <p>a) Influencer Marketing /Digital Marketing          b) Fundamental of Public Relations          c) Corporate Public Relations          d) Public Relations for Small Businesses          e) Transparency in Corporate Brand leverage management          f) Emergence of Public Relations          g) Theories of relationships, persuasion &amp; Social Influence, Mass Communication</p>	<b>15 L</b>

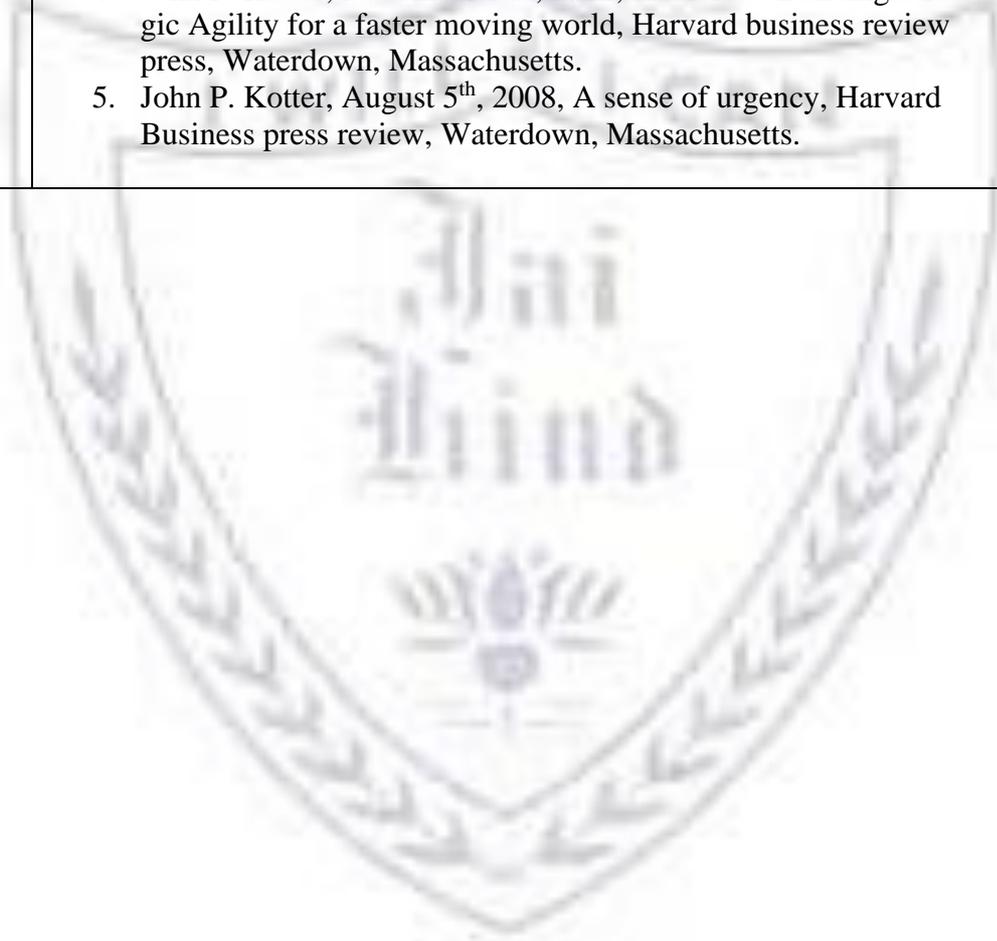
	<ul style="list-style-type: none"> <li>h) Public Relations Roles &amp; Models</li> <li>i) Understanding public opinion</li> <li>j) Evaluating Public Relations Effectiveness</li> </ul>	
<b>Unit III</b>	<b>Functions of Corporate Communication and Public Relations</b> <ul style="list-style-type: none"> <li>a) Media Relations</li> <li>b) Employee Communication</li> <li>c) Crisis Communication ( Disaster management)</li> <li>d) Financial Communication</li> <li>e) Investors relationship management</li> </ul>	<b>15 L</b>
<b>Unit IV</b>	<b>Emerging Technology in Corporate Communication and Public Relations</b> <ul style="list-style-type: none"> <li>a) Contribution of Technology to Corporate Communication &amp; Public relations</li> <li>b) Corporate Blogging</li> <li>c) Digital PR , Online reputation management</li> <li>d) Citizen's journalism</li> <li>e) Social media pressures on journalism</li> <li>f) Country software corporate communication ( cause marketing)</li> </ul>	<b>15 L</b>
<b>References:</b> <ol style="list-style-type: none"> <li>1. Paul A. Argenti,2012,Corporate Communications, McGraw-Hill Education,</li> <li>2. Parvati Mahalanobis,2005, Textbook of Public Relations and Corporate Communications, Dominant Publishers &amp; Distributors</li> <li>3. Harvard Business School ,2006, The Essentials of Corporate Communications and Public Relations, Harvard Business School Press</li> <li>4. Iqbal S. Sachdeva,2009, Public Relations: Principles and Practices, Oxford University Press</li> <li>5. Dan Lattimore,2007,Public relations: The profession &amp; Practice, McGraw Hill</li> <li>6. Joep Cornelissen,(2011)Corporate Communication: Guide to Theory and practice, Delhi, Sage publications</li> </ol>		

## Semester II – Application Based learning

<b>Course Code</b> CBMS207	<b>Course Title: Foundation Course II ( Credits: 02 Lectures/week: 4L)</b>	
<b>Learning Objectives</b>	The objective of this paper is to prepare students as organizational change facilitators using the knowledge and techniques of behavioral science.	
<b>Unit – I:</b>	<p><b>(Introduction to Change Management)</b></p> <p>a) Introduction: levels ,causes &amp; significance of change, importance, imperatives of change, Forces of change.</p> <p>b) Organizational culture &amp; strategiesforchange</p> <p>c) Typesandmodelsofchange</p> <ul style="list-style-type: none"> <li>- Kurt Lewin’s Change Model</li> <li>- Action Research</li> <li>- Expanded Process Model</li> <li>- AJ. Leavitt’s Model</li> </ul>	<b>15 L</b>
<b>Unit – II:</b>	<p><b>(Impact of Change)</b></p> <p>a) Change &amp; its Impact</p> <p>b) Team Change</p> <p>c) Change &amp; It’s implementation</p>	<b>15 L</b>
<b>Unit – III:</b>	<p><b>(Resistance to change)</b></p> <p>a) Overcoming Resistance to change</p> <ul style="list-style-type: none"> <li>- Manifestations of Resistance</li> <li>- Six Box Model</li> </ul> <p>b) Minimizing RTC</p> <p>c) OD interventions to overcome change – meaning &amp; importance</p> <ul style="list-style-type: none"> <li>- Team intervention</li> <li>- Role analysis <b>technique</b></li> <li>- Coaching and mentoring</li> <li>- T – group, job expectations technique</li> <li>- Behaviour modification</li> </ul>	<b>15 L</b>
<b>Unit – IV:</b>	<p><b>(Effective Implementation of change)</b></p> <p>a) Managing Role &amp; Stress</p> <p>b) Change agents &amp; effective change problems. Systematic approach to change, client and consultant relationship.</p> <p>c) Classic skills for leaders – Design Thinking</p>	<b>15 L</b>

**References:**

1. Mike green, January 1<sup>st</sup> 2007, change management masterclass; A step by step guide to successful change management, Kogan page London.
2. Jurgen Appelo, March 23<sup>rd</sup> 2012 how to change the world; Change management 3.0, Jojo ventures BV, Netherlands
3. Peggy Holman, January 1<sup>st</sup>, 2007, the change handbook: The Definitive resource on Today's Best methods for Engaging Whole Systems, Berrett -Koehler publishers, Oakland, California.
4. John P. Kotter, November 10<sup>th</sup>, 2012, accelerate: Building Strategic Agility for a faster moving world, Harvard business review press, Waterdown, Massachusetts.
5. John P. Kotter, August 5<sup>th</sup>, 2008, A sense of urgency, Harvard Business press review, Waterdown, Massachusetts.



## Evaluation Scheme

### Evaluation scheme for Application based courses

#### 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)-

