

Sheth N.K.T.T College of Commerce and Sheth J.T.T College of Arts, Thane (W)
(Autonomous)
(Affiliated to university of Mumbai)
Credit Structure as per NEP-2020(w.e.f 2024-25)

F.Y.B.Com. (Management Studies)

Code	Semester I Subjects	Cr	Code	Semester II Subjects	Cr
Major BMP101 BMF102	1. Principles of Management 2. Introduction to financial Accounts	4 2	BMP201 BMH202	1. Principles of marketing 2. Fundamentals of human skill	4 2
Minor	-	-	BML203	1. Business Law	2
BME103	1. OE1: Managerial Economics I	4	BME204	1. OE2: Managerial Economics II	4
BMM104	1. VSC: Business Mathematics	2	BMS205	1. VSC: Business statistics	2
BMI105	2. SEC: Information Technology in Business management I	2	BMI206	2. SEC :: Information Technology in Business management II	2
BMC106	1. AEC : Corporate Communication-I	2	BMC207	1. AEC: Corporate Communication II	2
BMB107	2. VEC : Business environment	2	BMT208	2. VEC :Business Ethics	2
BMK108	3. IKS : Indian ethos in commerce and management	2			
BMS109 BML109 BMP109	1. CC: NSS/ Sports/ Cultural/ Yoga	2	BMS209 BML209 BMP209	1. CC : NSS/ Sports/ Cultural/ Yoga	2
	Total	22			22

Sheth T. J. Education Society's
Sheth N.K.T.T College of Commerce and
Sheth J.T.T College of Arts, Thane (W)

Programme Name: B.Com (Management Studies) (BMS)		Semester:I
Course Category: Major		
Name of the Dept: BMS		
Course Titles: Principles of Management		
Course Code: BMP101	Course Level: 4.5	
Type: Theory		
Course Credit: 4 credit		
Hours Allocated: 60 hrs		
Marks allocated: 100 Marks		
Course Objective:		
CO1: To define basic concepts of management and understand different management theories		
CO2: To learn various management functions and implement different decision-making skills in management functions.		
CO3: The students will developed awareness of emerging trends in management		
Course Outcomes(OC1)		
OC1 Student will able to define key management concepts, principles, and terminology.		
OC2 Student will able to explain fundamental principles of management and their relevance in organizational settings.		
OC3 Apply the learned management principles to real life business situations.		
OC4 The students will be active learners and develop awareness of emerging trends in management.		
Description of Course: Principles of Management offer a foundational comprehension of organizational functioning, managerial roles, and decision-making principles. Applicable to real-world business scenarios, this knowledge aids individuals in navigating and contributing effectively to professional environments. Graduates with a background in Principles of Management are aptly prepared for leadership and managerial positions, spanning from team leads to executive roles. Additionally, these principles are invaluable for aspiring entrepreneurs, equipping them with essential skills for success in managing and launching their businesses.		

Syllabus: NEP 2020 w.e.f 2024-25

Unit No.	Content	Hours
I	Nature of management: Management Concept , Significance, roles and skills, Levels of Management, Concept of PODSCORB, Managerial, Roles (Mintzberg) Managerial Grid Evolution of Management thoughts , Contribution of F.W Taylor, Henri Fayol and Elton Mayo, Contingency Approach	15Hr
II	Functions of Management	15Hr

	<p>Planning: Meaning, Importance, Process of planning, Benefits and Limitations of Planning.</p> <p>Decision Making: Meaning, Techniques of Decision Making, Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix, virtual, learning), Meaning, Advantages and Limitations</p> <p>Departmentation: Meaning, Basis and Significance</p> <p>Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs. Decentralization</p> <p>Delegation: Authority & Responsibility relationship</p>	
III	<p>Directing: Meaning and Process</p> <p>Leadership: Meaning, Styles, and Qualities of Good Leader</p> <p>Coordination: Coordination as an essence of Management</p> <p>Controlling: Meaning, Process and Techniques</p>	15Hr
IV	<p>Recent Trends :</p> <p>Entrepreneurial management</p> <p>CSR</p> <p>Green management</p> <p>Learning organization</p> <p>Knowledge management</p> <p>Workforce diversity</p>	15Hr
	Total Hours	60

References:

1. Essentials of Management, Koontz II & W, Mc. GrewHill, New York
2. Management, Stoner, James and Freeman, Edward, Gibert, Daniel, Pearson Education
3. Principles of Management, Dr. Neeru Vashisth, Textmann's publication
4. Management principles and practice, S. K. Mandal, Jaico publication
5. Management, A global perspective, Heinz Wehrich and Harorls Koontz, Mc. Grew Hill International Editions

Sheth T. J. Education Society's
Sheth N.K.T.T College of Commerce and
Sheth J.T.T College of Arts, Thane (W)

Programme Name: BCom(Management Studies) Semester: I	
Course Category: Major	
Name of the Dept: BMS	
Course Title: Introduction to Financial Accounting	
Course Code: BMF102	Course level : 4.5
Type: Theory / Practical	
Course Credit: 2 credits	
Hours Allotted: 30 Hours	
Marks Allotted: 50 Marks	
Course Objectives (CO): (List the course objectives) CO 1. This course will enable the students to combine practical & theoretical knowledge of financial accounting and will provide decision making skills to the students in the financial analysis context. CO 2 The students of this course will be active learners & develop awareness of emerging trends in financial accounting.	
Course Outcomes (OC): (List the course outcomes) OC 1. To equip the learner with fundamental concepts of Book Keeping & Accountancy and impart the knowledge about basic terminologies, concepts of accounting & applicability of several accounting standards. OC 2. Students will be able to fathom the techniques of recording, posting, casting & balancing the different types of business transactions on the basis of golden rules of accounting and also be able to discern the cost of goods manufactured during the financial year and to enumerate the amount of any profit or loss occurred during the manufacturing process.	
Description the course: (Including but not limited to)	Basic knowledge of accounting and practical decision making, assessment of financial transactions and accountability.

Syllabus: NEP 2020 w.e.f 2024-25

Unit No.	Content	Hours
I	A. INTRODUCTION TO ACCOUNTING a. Meaning and Scope of Accounting: Need and development, definition: Book- Keeping and accounting, Persons interested in Accounting, Branches of accounting, Objectives of accounting b. Accounting principles: Introductions to Concepts and conventions c. Introduction to Accounting Standards: Meaning and Scope)	15

	<p>AS 1: Disclosure to Accounting Policies</p> <p>AS 6: Depreciation Accounting</p> <p>AS 9: Revenue Recognition</p> <p>AS 10: Accounting for Fixed Assets</p> <p>d. Accounting Transactions:</p> <p>a. Accounting cycle, Journal, Journal proper b. Ledger Trial Balance: Rules regarding posting c. Subsidiary Books Purchase, Purchase Returns, Sales, Sales Returns.</p> <p>e. Accounting in computerized Environment</p> <p>Introduction, Features and Application in various Areas of Accounting.</p>	
II	<p>a. Expenditure and Receipts:</p> <p>Classification of Expenditure-Capital, Revenue and Deferred Revenue Expenditure.</p> <p>Classification of Receipts-Capital Receipt, Revenue Receipt, Distinction between Capital Receipts and Revenue Receipts.</p> <p>Profit or Loss-Revenue Profit or Loss, Capital Profit or Loss</p> <p>b. Preparation of Trial Balance-Introduction and Preparation of Trial Balance</p> <p>c. Final accounts</p> <p>Introduction to Final Accounts of a Sole Proprietor</p> <p>Introduction to Final Accounts of a Manufacturing Concern</p> <p>manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet</p>	15
	Total Hours	30

References:

1. Introduction to Accountancy -T. S. Grewal- (S. Chand&Co.)
2. Financial Accounting –By M Hanif and M Mukherjee, Tata McGraw Hill Education
3. Accounting Standards -Institute of Chartered Accountants of India. New Delhi
4. Financial Accounting – Taxmann’s
5. Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi

Sheth T. J. Education Society's
Sheth N.K.T.T College of Commerce and
Sheth J.T.T College of Arts, Thane (W)

Programme Name: B. Com(Management Studies) Semester: I	
Course Category: Open Electives (OE)	
Name of the Dept: BMS	
Course Title: Managerial Economics I	
Course Code: BME103	Course Level:4.5
Course Credit: 4 credit	Total Marks: 100
Hours allocated: 60Hrs	
Course Objectives: CO1: To make learners familiar with basic concepts in Business Economics CO2: To make learners aware about concepts of demand and supply CO3: To give an insight into basic tools of production theories to the students. CO4: To gain an understanding of the concepts of cost,Break even and different market structures	
Course Outcomes: OC1: Students will understand basic concepts in Business Economics. OC2: Students will understand the concepts of demand and supply. OC3: Students will gain the knowledge of production theories. OC4: Students will be able to explain concepts of cost and Break even and different market structures.	
Description the course: Studying business economics concepts with analytical skills enables student to understand how businesses operate within various economic frameworks. It helps them to grasp concepts like supply and demand, revenue concepts which are crucial for decision-making in business environments. Additionally, it provides insights into global economic trends and their impact on businesses, preparing students for diverse career paths in finance, consulting, management, and more.	

Syllabus: NEP 2020 w.e.f 2024-25

Unit No.	Content	Hours
I	Introduction: Scope and Importance of Business Economics-Objectives of firms- Basic tools- opportunity cost principle- incremental and Marginal concepts. Basic economic relations: equations - Total, Average and Marginal relations - use of Marginal analysis in decision making	15
II	Demand & Supply Analysis: The basics of market demand, market supply and equilibrium price. -shifts in the demand and supply curves and equilibrium. Elasticity of Demand, Price Elasticity, Income Elasticity, Cross Elasticity, Promotional Elasticity- Demand Estimation and Forecasting: Meaning and significance methods of demand estimation: survey and statistical methods (numerical illustrations on trend analysis and simple linear regression	15
III	Production Analysis: Production Function: Concept and Types; Concept of Total, Average and Marginal Product; Law of Variable Proportion and Returns to Scale, Isoquant and Producer's Equilibrium; Expansion Path; Economies and Diseconomies of Scale and Economies of Scope.	15
IV	Cost Analysis and Market Structure: Cost Concepts, Short Run Cost Curves, Long Run Cost Curves, Break Even Analysis, Conditions of Equilibrium of a Firm – TR-TC approach and MR-MC	15

	<p>approach.</p> <p>Perfect Competition and Monopoly: Features and Comparison, Monopolistic Competition - Features, Short Run and Long Run Equilibrium, Oligopoly – Features, Collusive and Non-Collusive, Price Leadership and Cartel.</p>	
--	--	--

References:

1. N. Gregory Mankiw, (2015), “Principles of Microeconomics” 7th edition- Cengage Learning.
2. Sen Anindya, (2007), “Microeconomics Theory and Applications” Oxford University press, New Delhi.
3. Salvator D, (2003) “Microeconomics Theory and Applications” Oxford University press, New Delhi.
4. M. L. Jhingan, (2006) “Microeconomics Theory”, 5th edition Vrinda Publication (P) Ltd.
5. H. L. Ahuja, (2016) “Advance Economics Theory” S. Chand & Company Ltd.
6. Paul Samuelson and W. Nordhaus, (2009): Economics, 19th Edition McGrawHill Publications.
7. Mankiw M.G (2015), Principles of Microeconomics 7th edition - Cengage Learning.

Sheth T. J. Education Society's
Sheth N.K.T.T College of Commerce and
Sheth J.T.T College of Arts, Thane (W)

Programme Name: B.Com(Management Studies)		Semester: I
Course Category/Vertical: Vocational Skill Course		
Name of the Dept: BMS		
Course Title: Business Mathematics		
Course Code: BMM104	Course Level: 4.5	
Type: Theory / Practical		
Course Credit: 2 credits		
Hours Allotted: 30 Hours		
Marks Allotted: 50 Marks		
Course Objectives(CO): (List the course objectives) CO1. To apply the basics of Mathematical skills which are imperative in Finance and Management. CO2. To help students appreciate the importance of mathematics in business.		
Course Outcomes (OC): (List the course outcomes) OC 1. Appreciate the applications of Mathematics in Business Management. OC 2. To understand the practical relevance of mathematical concepts such as Derivatives in areas of Business Management and Use mathematical ideas to model real-world problems		
Description the course: (Including but not limited to) The course introduces learners to understanding of interest and annuity ,simple understanding of simple and compound interest & its types and It will also give an over view of derivative and its application in economics.	Introduction, relevance, Usefulness, Application, interest, connection with other courses, demand in the industry, job prospects etc.	

Syllabus: NEP 2020 w.e.f 2024-25

Unit No.	Content	Hours
I	Elementary Financial Mathematics :	15
	<p>a. Simple and Compound Interest: Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest</p> <p>b. Annuity-Present and future value-sinking funds</p>	

	<p>c. Depreciation of Assets: Equated Monthly Instalments (EMI)- using flat interest rate and reducing balance method.</p> <p>d. Functions: Algebraic functions and the functions used in business and economics, Break Even and Equilibrium point.</p> <p>Permutation and Combination: (Simple problems to be solved with the calculator only)</p>	
II	<p>Derivative of functions and Applications:</p> <p>a. Functions: Introduction to functions and Types of Functions: Explicit, Implicit, Single valued, Multi valued, constant, polynomial, Exponential and logarithmic (concepts only) Functions in Economics: Demand function, Supply Function, Cost Function, Total Revenue function, Profit Function</p> <p>b. Derivatives: Derivatives as rate Measure: Derivatives of $x^n, e^x, a^x, \log x$. Rules of differentiation: Scalar multiplication, Sum, difference, product, Quotient and chain rule (statement only) simple problems. Problems on parametric, taking log on both sides not included.</p> <p>c. Applications of Derivatives concerning only economic applications: Marginal Cost, Marginal Revenue, Elasticity of Demand, Maxima and Minima for functions in Economics and Commerce. (Examination Questions on this unit should be application oriented only.)</p>	15
	Total Hours	30

References:

1. Business Mathematics , D. C. Sancheti and V. K. Kapoor , Sultan Chand & Sons, 2006,
2. Mathematics for Business Economics: J. D. Gupta, P. K. Gupta and Man Mohan, Tata Mc-Graw Hill Publishing Co. Ltd., 1987
3. Schaum Series STATISTICS , Murray Spiegel, Larry Stephens, Mc Graw Hill
4. Operations Research, Gupta and Kapoor ,S. Chand & Sons Co.
5. Statistical Methods, S.G. Gupta, S. Chand & Sons Co.
6. Business Mathematics & Statistics, B Aggarwal, Ane Book Pvt. Limited
7. Statistics for management, Richard Levin, David S. Rubin, Sanjay Rastogi /Masooos Husain siddiqui. Pearson Publication
8. Mathematics & Statistics, Ajay Goel & Alka Goel., Taxmann's Publication
9. Quantitative Techniques of Decision Making, Anand Sharma, Himalaya Publishing House
10. Business Statistics Using Excel & SPSS, Nick Lee & Mike, SAGE
11. Business mathematics and statistics, V.R.Nikam, (Chandralok Prakashan)
12. Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, Cambridge lowprice editions, 2000.

Sheth T. J. Education Society's
Sheth N.K.T.T College of Commerce and
Sheth J.T.T College of Arts, Thane (W)

Programme Name: B.Com(Management Studies)		Semester: I
Course Category/Vertical: Skill Enhancement course		
Name of the Dept: BMS		
Course Title: Information Technology in Business Management I		
Course Code: BMI105	Course Level:4.5	
Type: Theory		
Course Credit: 2 credits		
Hours Allotted: 30 Hours		
Marks Allotted: 50 Marks		
Course Objectives(CO): (List the course objectives) CO 1. To understand Basic concepts of IT, it's supports and role in management CO 2. To learn office automation using MS office tools and Ms Excel functions for analysis		
Course Outcomes (OC): (List the course outcomes) After completion of the course, learners would be able to: OC1: Understand Basic concepts of Information Technology & E-commerce OC2: Apply MS-Office tools in Management activities & MS. Excel in Data analysis		
Description the course: (Including but not limited to)	The basic fundamentals of computers course provides students with essential knowledge on basics & MS Office skills that are highly relevant and in demand across various industries.	

Syllabus: NEP 2020 w.e.f 2024-25

Unit No.	Content	Hours
I	<p>Fundamentals of Information Technology</p> <p>Computer Hardware and Software</p> <ul style="list-style-type: none"> - Basics of computer hardware - Computer software - Operating system, Application software and system software, Types of operating system, Functions and objectives of operating system <p>Networks and Communication Technologies</p> <ul style="list-style-type: none"> - The Internet, Intranet and Extranet - Data transfer over the internet - Basics of computer networks, types of networks and network topologies <p>Web Technologies and Applications</p> <ul style="list-style-type: none"> - World Wide Web - Client server architecture <p>Ecommerce, M-commerce and online businesses</p>	15

II	<p>Automation using MS Office</p> <p>Learn Word : Creating/Saving of Document Editing and Formatting Features Designing a title page, Preparing Index, Use of Smart Art Cross Reference, Bookmark and Hyperlink. Mail Merge Feature</p> <p>Spreadsheet Application : Creating/Saving and editing spreadsheets Drawing charts. Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical Using Advanced Functions : Use of VLookup/HLookup Data analysis – sorting data, filtering data (AutoFilter, Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub- totals and grand totals</p> <p>Presentation Software : Creating a presentation with minimum 20 slides with a script. Presenting in different views, Inserting Pictures, Videos, Creating animation effects on them Slide Transitions, Timed Presentations Rehearsal of presentation</p>	15
	Total Hours	30

References:

1. N. Gregory Mankiw, (2015), “Principles of Microeconomics” 7th edition- Cengage Learning.
2. Sen Anindya, (2007), “Microeconomics Theory and Applications” Oxford University press, New Delhi.
3. Salvator D, (2003) “Microeconomics Theory and Applications” Oxford University press, New Delhi.
4. M. L. Jhingan, (2006) “Microeconomics Theory”, 5th edition Vrinda Publication (P) Ltd.
5. H. L. Ahuja, (2016) “Advance Economics Theory” S. Chand & Company Ltd.
6. Paul Samuelson and W. Nordhaus, (2009): Economics, 19th Edition McGrawHill Publications.
7. Mankiw M.G (2015), Principles of Micro economics 7th edition - Cengage Learning.

Sheth T. J. Education Society's
Sheth N.K.T.T College of Commerce and
Sheth J.T.T College of Arts, Thane (W)

Programme Name: B. Com(Management Studies)		Semester: I
Course Category/Vertical: Ability Enhancement Course		
Name of the dept: BMS		
Course Title: Corporate Communication I		
Course Code: BMC106	Course Level:4.5	
Type: Theory		
Course Credit: 2 credits		
Hours Allotted: 30 Hours		
Marks Allotted: 50 Marks		
Course Objectives(CO): (List the course objectives) CO1. To discern and develop an effective style of writing important business documents. CO2.To understand the dynamics of professional communication in the form of group discussions, meetings, etc. required for career enhancement.		
Course Outcomes (OC): (List the course outcomes) OC1. plan and prepare effective business/ technical documents which will in turn provide solid foundation for their future managerial roles. OC2 emerge successful in group discussions, meetings and result-oriented agreeable solutions in group communication situations.		
Description the course: (Including but not limited to) Useful for personal and professional development	Introduction, relevance, Usefulness, Application, interest, connection with other courses, demand in the industry, job prospects etc.	

Syllabus: NEP 2020 w.e.f 2024-25

Unit No.	Content	Hours
I	<p>1.1 Purpose and Classification of Reports: Classification on the basis of:</p> <ul style="list-style-type: none"> • Subject Matter (Technology, Accounting, Finance, Marketing, etc.) • Time Interval (Periodic, One-time, Special) • Function (Informational, Analytical, etc.) • Physical Factors (Memorandum, Letter, Short & Long) <p>1.2. Parts of a Long Formal Report:</p> <ul style="list-style-type: none"> • Prefatory Parts (Front Matter) • Report Proper (Main Body) 	15

	<ul style="list-style-type: none"> • Appended Parts (Back Matter) <p>2. EMPLOYMENT SKILLS</p> <p>2.1. Cover Letter & Resume</p> <ul style="list-style-type: none"> • Parts and Content of a Cover Letter • Difference between Bio-data, Resume & CV • Essential Parts of a Resume • Types of Resume (Chronological, Functional & Combination) <p>2.2 Statement of Purpose</p> <ul style="list-style-type: none"> • Importance of SOP • Tips for Writing an Effective SOP <p>2.3. Group Discussions</p> <ul style="list-style-type: none"> • Purpose of a GD • Parameters of Evaluating a GD • Types of GDs (Normal, Case-based & Role Plays) • GD Etiquettes <p>2.4. Personal Interviews</p> <ul style="list-style-type: none"> • Planning and Preparation • Types of Questions • Types of Interviews (Structured, Stress, Behavioural, Problem Solving & Case-based) • Modes of Interviews: Face-to-face (One-to one and Panel) • Telephonic, Virtual <p>3 BUSINESS MEETINGS</p> <p>3.3. Conducting Business Meetings</p> <ul style="list-style-type: none"> • Types of Meetings • Roles and Responsibilities of Chairperson, Secretary and Members • Meeting Etiquette <p>3.4. Documentation</p> <ul style="list-style-type: none"> • Notice • Agenda • Minutes 	
II	<p>4. TECHNICAL/ BUSINESS PRESENTATIONS</p> <p>4.1 Effective Presentation Strategies</p> <ul style="list-style-type: none"> • Defining Purpose • Analyzing Audience, Location and Event • Gathering, Selecting & Arranging Material • Structuring a Presentation • Making Effective Slides • Types of Presentations Aids • Closing a Presentation • Platform skills <p>5. INTERPERSONAL SKILLS</p> <p>5.1. Interpersonal Skills</p>	15

	<ul style="list-style-type: none"> • Emotional Intelligence • · Leadership & Motivation • · Conflict Management & Negotiation • · Time Management • · Assertiveness • · Decision Making <p>6. CORPORATE ETHICS</p> <p>6.1 Intellectual Property Rights</p> <ul style="list-style-type: none"> • Copyrights • Trademarks • Patents • Industrial Designs • Geographical Indications • Integrated Circuits • Trade Secrets (Undisclosed Information) <p>6.2 Case Studies</p> <ul style="list-style-type: none"> · Cases related to Business/ Corporate Ethics 	
	Total Hours	30

References:

1. Arms, V. M. (2005). *Humanities for the engineering curriculum: With selected chapters from Olsen/Huckin: Technical writing and professional communication, second edition.* Boston, MA: McGraw-Hill.
2. Bovée, C. L., & Thill, J. V. (2021). *Business communication today.* Upper Saddle River, NJ: Pearson.
3. Butterfield, J. (2017). *Verbal communication: Soft skills for a digital workplace.* Boston, MA: Cengage Learning.
4. Masters, L. A., Wallace, H. R., & Harwood, L. (2011). *Personal development for life and work.* Mason: South-Western Cengage Learning.
5. Robbins, S. P., Judge, T. A., & Campbell, T. T. (2017). *Organizational behaviour.* Harlow, England: Pearson.
6. Meenakshi Raman, Sangeeta Sharma (2004) *Technical Communication, Principles and Practice.* Oxford University Press
7. Archana Ram (2018) *Place Mentor, Tests of Aptitude For Placement Readiness.* Oxford University Press
8. Sanjay Kumar & PushpLata (2018). *Communication Skills a workbook,* New Delhi: Oxford University Press.

Sheth T. J. Education Society's Sheth
N.K.T.T College of Commerce and Sheth
J.T.T College of Arts, Thane (W)

Programme Name: B. Com(management studies)	Semester:I
Course Category: Value Education Course(VEC)	
Name of the Dept: Bachelor of Management studies	
Course Title: Business Environment	
Course Code: BMB107	Course Level:4.5
Course Credit:2 credit	
Type: Theory	
Total Hours Allotted : 30 Hours	
Total Allotted Marks: 50 Marks	
Course Objectives: 1. To understand the nature of business and impact of internal and external environmental factors on a business enterprise as well as to sensitize students towards social responsibilities. 2. To introduce concept of relevance and importance related to current trends in business world and familiarizing the students on the challenges faced by international business.	
Course Outcomes: OC1 :Learner will understand the different types of business and impact of environmental factors with evaluation of threats and utilizing opportunities for a better business and Development of sense of gratitude of giving back to society. OC2:Inculcated concepts of Clarity in understanding the role of world forums and international organizations for business.	

Syllabus: NEP 2020 w.e.f 2024-25

Unit No.	Content	Hours
I	<p>Introduction to Business Environment</p> <ul style="list-style-type: none"> • Business: Meaning, Definition, Nature & Scope, Types of Business Organizations • Business Environment: Meaning, Characteristics, Components of Business Environment - <ul style="list-style-type: none"> • Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity , External Environment: Introduction to Micro-Environment: Firm, customers, suppliers, distributors, Competitors, Society • Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal, SWOT Analysis. Political, Economic and Legal environment <ul style="list-style-type: none"> • Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, • Legal framework in India. • Economic environment: economic system (capitalism, socialism and mixed economy) and economic policies, Sun-rise sectors of India Economy ,Challenges of Indian economy. 	15
II	<p>Social and Cultural Environment, Technological environment and Competitive Environment</p> <ul style="list-style-type: none"> • Social and Cultural Environment: Nature, Impact of foreign culture on Business, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business • Technological environment: Features, impact of technology on Business <ul style="list-style-type: none"> • Competitive Environment: Meaning, Michael Porter’s Five Forces Analysis, Competitive Strategies • International Environment GATT/ WTO: Objective of GATT, Uruguay round, GATT v/s WTO, Functions of WTO, Pros and Cons of WTO. Globalization: Meaning, stages of Globalization, LPG MODEL MNCs: Definition, meaning, merits, demerits, MNCs in India FDI: Meaning, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India, • Challenges faced by International Business and Investment Opportunities for Indian Industry. 	15

References:

- 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,

Sheth T.J.Education Society's
Sheth N.K.T.T College of Commerce
and Sheth J.T.T College of Arts, Thane (W)

Programme Name: B.Com(Management studies)		Semester:I
Course Category/Vertical: Indian Knowledge System		
Name of the Dept: BMS		
Course Title: Indian Ethos in Commerce and Management		
Course Code: BMK108	Course Level:4.5	
Type: Theory		
Course Credit: 2 credits		
Hours Allotted: 30 Hours		
Marks Allotted: 50 Marks		
Course Objectives(CO): (List the course objectives) CO1. To understand the concept of Indian Ethos in Management CO2. To link the Traditional Management System to Modern Management System CO3.To understand the Evolution of Learning Systems in India		
Course Outcomes (OC): (List the course outcomes) OC1. The students learn to inculcate the Indian values in Modern business world OC2. The students will acquire the knowledge about change in Indian learning system		
Description the course: (Including but not limited to)	Introduction, relevance, Usefulness, Application, interest, connection with other courses, demand in the industry, job prospects etc. Introduction to Indian ethos, Traditional Management System to Modern Management System , Ethics and values in Business, Indian Approaches to Leadership , Motivation and learning, Seven spiritual law of karma	

Syllabus: NEP 2020 w.e.f 2024-25

Unit No.	Content	Hours
I	<p>Indian Ethos – An Overview</p> <ul style="list-style-type: none"> Indian Ethos Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices <p>Management Lessons from Scriptures: Management Lessons from Vedas, Management Lessons from Mahabharata, Management Lessons from Bible, Management Lessons from Quran, Management Lessons from Kautilya's Arthashastra Indian Heritage in Business, Management, Production and</p>	15

	<p>Consumption. Ethics v/s Ethos Indian Management v/s Western Management</p> <p>Work Ethos and Values</p> <p>Work Ethos:</p> <ul style="list-style-type: none"> • Meaning, Levels, Dimensions, Steps, Factors responsible for Poor Work Ethos <p>Values:</p> <ul style="list-style-type: none"> • Meaning, Features, Values for Indian Managers, Relevance of Value Based Management in Global Change, Impact of Values on Stakeholders: Employees, Customers, Government, Competitors and Society. • Values for Managers, TransCultural Human Values in Management and Management Education, Secular v/s Spiritual Values in Management, Importance of Value System in Work Culture 	
II	<p>Indian approaches in Leadership , Motivation and learning</p> <p>Leadership</p> <ul style="list-style-type: none"> • Meaning, Contemporary Approaches to Leadership, Joint Hindu Family Business – Leadership Qualities of Karta <p>Motivation</p> <ul style="list-style-type: none"> • Meaning, Indian Approach to Motivation, Techniques <p>Indian Systems of Learning</p> <p>Learning: Meaning, Mechanisms</p> <ul style="list-style-type: none"> • Gurukul System of Learning: Meaning, Features, Advantages, Disadvantages • Modern System of Learning: Meanings, Features, Advantages, Disadvantages, Distinguish between Gurukul and modern learning. <p>b) Karma:</p> <ul style="list-style-type: none"> • Meaning, Importance of Karma to Managers, Nishkama Karma • Seven spiritual law of karma. • Corporate Karma: Meaning, Methodology, Guidelines for good Corporate Karma <p>c) Self-Management: Personal growth</p> <ul style="list-style-type: none"> • Personality Development: Meaning, Determinants 	15
	Total Hours	30

References:

- R Nandagopal, Ajith Sankar RN: Indian Ethics and Values in Management, Tata Mc Graw Hill
- Bhatta, S.K., Business Ethics & Managerial Values.
- Dave, Nalini V: Vedanta and Mana
- Chakraborty, S.K.: Foundation of Managerial Work-Contributions from Indian Thought, Himalaya Publication House, Delhi 1998
- Chakraborty, S.K.: Managerial Effectiveness and Quality of Work life – Indian Insights, Tata McGraw Hill Publishing Company, New Delhi – 1987
- Biswanath Ghosh, Ethics In Management and Indian Ethos, Vikas Publishing House, 2009
- Joseph Des Jardins, An Introduction to Business Ethics , Tata Mc Graw Hill, 2009
- S K Chakraborty, Management by Values, Oxford University Press, New Delhi,

Scheme of Examination

Scheme of Examination

Course with Credit	External Examination	Internal Examination	Total
Credit 4	60 marks	40 marks	100 marks
Credit 2	30 marks	20 marks	50 marks

Internal Examination Structure

Internal examination	40 marks	20 marks
Project Presentation/Case Study /Quiz/GroupDiscussion	10 marks	5 marks
Assignment/Active class Participation/Attendance	10 marks	5 marks
Class test	20 marks	10 marks
Total	40 marks	20 marks

Structure for Class Test

For 20 marks	
Q1. Objective (all compulsory) (Fill in the blanks / True or False / Match the Following)	5 Marks
Q2. Answer in one or two sentences (all compulsory)	5 marks
Q3. Answer the following questions (any two out of 3)	10 marks (5 marks each)
For 10 marks	
Q1. Objective (all compulsory) (Fill in the blanks / True or False / Match the Following)	5 Marks
Q2. Answer in one or two sentences (any 5 out of 7)	5 marks

External Examination

Q. No.	External	Marks: 60
Q .1 (From Module 1)	Answer the following questions A B OR C D	15 Marks
Q. 2 (From Module 2)	Answer the following questions A B OR C D	15 Marks
Q. 3 (From Module 3)	Answer the following questions A B OR C D	15 Marks
Q. 4 (From Module 4)	Answer the following questions A B Or C D	15 Marks

Question of 15 marks can be further sub-divided into questions of 5/5/5, 8/7 or 10/5

Q. No.	External	Marks: 30
Q .1 (From Module 1)	Answer the following questions A B OR C D	15 Marks
Q. 2 (From Module 2)	Answer the following questions A B OR C D	15 Marks

Question of 15 marks can be further sub-divided into questions of 5/5/5, 8/7 or 10/5