

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

'NAAC Accredited 'A' grade (3 cycles)
'Best College Award' by University of Mumbai
ISO 9001:2015 Certified



**Program: Bachelor of Commerce in Business
Management(B.Com.B.M.)**

**F.Y Bachelor of Commerce in BusinessManagement
(B.Com.B.M.)**

PCACS/B.ComBM/FYL/2024-25/FY

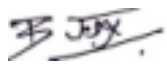








**As per National Education Policy
Choice Based Credit & Grading System**

Academic Year 2024-25



Board of Studies in Department of Management Studies

Sr. No.	Name of the members	Designation	Signature
1	Dr Kavita Khatare	HOD/Chairperson	
2	Dr. Farhat Shaikh	Faculty Specialization	
3	Mrs. Prajakta Bapat	Faculty Specialization	
5	Mrs. Ruchika Bassi	Faculty Specialization	
6	Ms. Faiza Ansari	Faculty Specialization	
7	Ms Priya Ghaloth	Faculty Specialization	
8	Ms. Anju Mathew	Faculty Specialization	
9	Ms. Shafiqua Khan	Faculty Specialization	
8	Ms. Bindu Kunwar	Faculty Specialization	

9	Dr. Betty Sibil	Faculty Specialization	
10	Mr. Diwahar Nadar NMIMS	Subject Expert 1 From Outside Parent University	
11	Dr. Arpita Shrivastava NMIMS	Subject Expert 2 From Outside Parent University	
12	Dr. Sameer Kulkarni Amity University	Subject Expert 3 From Outside Parent University	
13	Dr. Vijayalakshmi Kannan Mulund College, Mulund	Vice Chancellor Nominee, University of Mumbai	
14	Mr. Sagar Chandni, Head of Business Partnerships and Community Experience Center for Incubation and Business Acceleration (CIBA)	Industry Representative (Industry/Corporate/Allied Sector)	
15	Mr. Archit Kumar Baisoya	Post Graduate Meritorious Alumnus	
16	Dr. Gajanan Wader	Principal	
17	Mrs. Deepika Sharma	Vice-Principal	

1. Introduction

B.Com in Business Management (BCom.BM) is a three year undergraduate program. Courses of this program enhance application of key theories, models and applications of management in global and local business context. The program demonstrates critical thinking skills in business related situations and employs empirical approaches to planning and decision-making using scientific reporting mechanisms. Effective communication is a significant component of this program which demonstrates effective skills in written and oral communications using appropriate technologies. BCom.BM analyzes business and organizational situations using ethical approaches to decision making and significantly inculcates foundational knowledge in accounting, economics, finance, management, and marketing in application of concepts and theories. The program builds capability of demonstrating ethics and environmental sustainability requirements in business activities. Students will develop ability to conduct methodological research, as well as will be capable of using secondary research into business issues, which may relate to general business or to a specific business function decision making, which requires familiarity with a range of data, research sources and appropriate methodologies. This program contributes to economic growth and development by enhancing entrepreneurial characteristics in youth ensuring contribution to nation building.

2. Program Outcomes

Sr. No	PO Title	POs in brief
PO 1	General Management Orientation	Demonstrate an ability to apply general Management know-how in practical business situations. Further demonstrate Finance & Accounting, Economics, Information systems, Management, Marketing, Legal/Social requirements for developing sustainable business, Scientific management and International business environment in local and global context.
PO 2	Business Content Orientation	Integrate tools and concepts from multiple functional areas (i.e. finance, marketing, HRM) to solve business problems and Identify the key issues facing a business or business subdivision.
PO 3	Critical Thinking and Decision Making Skill	Scientifically apply relevant primary and secondary information for critical thinking and decision making in various business and societal situations.
PO 4	Analytical and problem solving skill	Demonstrate effective analytical and problem solving skills for futuristic business decisions to match competitive market requirements.
PO 5	Quantitative Reasoning	Application of empirical approaches to planning and decision-making using quantitative and scientific reporting mechanisms.
PO 6	Technology and network	Apply technology and networking to enable business growth, development and sustainability.
PO 7	Team building Skills	Demonstrate characteristics of team building. Apply the nature and dynamics of social behavior relating to organizational performance in order to develop strategies to become effective in business organizations.
PO 8	Business Communication Skills	Demonstrate written, oral and digital communication skills appropriate for business communication.

Program Specific Outcomes

The Bachelor of Management Studies (BMS) program offers courses to develop three specific areas of business functions:

1. Finance
2. Marketing
3. Human Resource Management.

Program Specific Outcome for Bachelor of Management Studies in Finance

Sr. No	PSO Title	PSOs in brief
PSO1	Financial literacy	Financial literacy and application of the role of financial management in business firms and demonstrate essential skills of corporate finance. Apply the concept and mechanics of the time value of money, apply capital budgeting techniques, and apply the theory of capital structure to assess a firm's leverage and the cost of capital.
PSO2	Investment oriented skills	Application of analytical skills in financial markets and institutions and their roles in businesses. Application of analytical skills in operation of security markets and plays significant roles in businesses and individual investment. Apply valuation models to estimate the price of financial assets, measure risk and describe the risk-return tradeoff. Demonstrate Personal finance management skills.
PSO3	Cost and Taxation skills	Application of Economics and optimum production management skill to manage cost efficiency in business decisions .Application of updated national and international tariff laws knowledge for effective financial management.
PSO4	Global Financial Management Skills	Apply international financial management and risks management skills involved in global business. Apply different instruments to deal with exchange risk and markets imperfections while maximizing benefits from expanding to global markets.

Program Specific Outcome for Bachelor of Management Studies in Marketing

Sr. No	PSO Title	PSOs in brief
PSO1	Marketing Skills	Demonstrating marketing skill requirements in both brick and mortar as well as in digital marketing situations.
PSO2	Environment Analysis and adaptation	Develop an understanding of various marketing initiative requirements in the modern business environment.
PSO3	Decision Making Skills	Demonstrate knowledge of decision-making in various functional areas of marketing.
PSO4	Digital and Global application	Apply skills of traditional and digital channels of distribution as well as traditional and digital promotional methods. Demonstrate the analysis skills to formulate strategies for virtual and global marketing methods.

Program Specific Outcome for Bachelor of Management Studies in HRM

Sr. No	PSO Title	PSOs in brief
PSO1	Behavioral Skills	Demonstrate detailed familiarity with the impact of individual and social behavior on the organizational environment. Demonstrate comprehension of cultural differences in the conduct of business and daily life.
PSO2	Human Resource Functional Skills	Demonstrate awareness through an understanding of human resource management concepts and trends and an ability to manage people and develop business methods and practices.
PSO3	Leadership and Managerial Skills	Articulate methods for human resources to participate in business planning and implementation. Assess, develop, and align organization human assets with corporate strategies. Evaluate human resources performance in the context of business policy.
PSO4	Ethical Governance Skills	Incorporate ethical and legal perspectives into all human resource activities.

Course Structure

Semester I						
Course Code	Course Type	Course Title	Theory/ Practical	Marks	Credits	Lectures / Week
PUCBM101	Major	Principles of Business Management	Theory	100	4	4
PUCBM102	Major	Financial Accounting	Theory	100	4	4
PUCBM103	DISC Minor	Indian Economic Perspectives: Theory and Practice	Theory	100	3	4
PUCBM104	SEC (FLIPPED CLASSROOM)	Computer Application in Business	Theory	100	2	3
PUAEC101	AEC	Effective Communication Skills	Theory	100	2	3
PUVAC10	VAC	To Be Taken From The Pool	Theory	100	2	3
PUIKS101	IKS	Indian Knowledge System I	Theory	100	2	3
PUIDC10	IDC	To be taken from the Pool	Theory	100	3	4
Total				800	22	27
All Subjects having Field Project as part of Continuous Assessment-2						

Abbreviations:

IDC- Interdisciplinary Course

SEC- Skill Enhancement Course

VAC- Value Added course

IKS- Indian Knowledge System

AEC - Ability Enhancement Course

Semester II						
Course Code	Course Type	Course Title	Theory/ Practical	Marks	Credits	Lectures/ Week
PUAMC201	Major	Fundamentals Of Marketing	Theory	100	4	4
PUAMC202	Major	Business Legislation	Theory	100	4	4
PUMAC203	DISC Minor	Business Statistics	Theory	100	3	4
PUAMC204	SEC (FLIPPED CLASSROOM)	Management Information System	Theory	100	2	3
PUAEC201	AEC	To be taken from the Pool	Theory	100	2	3
PUVAC20	VAC	To be taken from the Pool	Theory	100	2	3
PUIKS201	IKS	To be taken from the Pool	Theory	100	2	3
PUIDC20	IDC	To be taken from the Pool	Theory	100	3	4
Total				800	22	27
All Subjects having Field Project as part of Continuous Assessment-2						

Abbreviations:

- IDC- Interdisciplinary Course**
- SEC- Skill Enhancement Course**
- VAC- Value Added course**
- IKS- Indian Knowledge System**
- AEC - Ability Enhancement Course**

Evaluation Pattern

Marking Code	Marking Scheme
A	60 Marks Final Exam, 20 Marks Continuous Assessment I, 15 Marks – Field Project/Continuous Assessment II - Review article/ Chapter writing, 05 Marks- Attendance
B	50 marks distributed within Quiz/Project/Case study-based assignment
C	100 Marks Practical Examination. Course1 Practical (50 Marks) + Course 2 Practical (50 Marks) =100
D	50 Marks Practical Examination. Course 6 Practical (50 Marks)
E	100 marks within Internship of minimum 90 hours duration/ report/PowerPoint presentation and viva

SEMESTER-I				
Course Code	Course Title	Marks	Credits	Marking Scheme
PUCBM101	Principles of Business Management	100	4	A
PUCBM102	Financial Accounting	100	4	A
PUCBM103	Indian Economic Perspectives: Theory and Practice	100	3	A
PUCBM104	Computer Application in Business	100	2	C
PUAEC101	Effective Communication Skills	100	2	C
PUVAC10	To Be Taken From The Pool	100	2	C
PUIKS10	Indian Knowledge System I	100	2	C
PUIDC10	To Be Taken From The Pool	100	3	C
Total		800	22	

SEMESTER-II

Course Code	Course Title	Marks	Credits	Marking Scheme
PUAMC201	Fundamentals Of Marketing	100	4	A
PUAMC202	Business Legislation	100	4	A
PUMAC203	Business Statistics	100	3	A
PUAMC204	Management Information System	100	2	C
PUAEC201	To be taken from the Pool	100	2	C
PUVAC	To be taken from the Pool	100	2	C
PUIKS	To be taken from the Pool	100	2	C
PUIDC20	To be taken from the Pool	100	3	C-
Total		800	22	

Semester-I

BOS	Business Management
Class	First Year B.Com in Business Management (F.Y.B.B.M)
Semester	I
Subject Name	Principles of Business Management
Subject Code	PUCBM101
Type of Course	Major
Level	Basic

Course 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 Module Topic	No.	Name of Topic	Hours
1	Introduction to Management	1.1	Management: Concept & Characteristics	18
		1.2	Managerial Roles & Skills, Functional Areas of Management, Managerial Grid and Levels of Management: Meaning and Functions	
		1.3	Approaches to management - <ul style="list-style-type: none"> • Classical approaches - Scientific Management, Administrative Management and Bureaucratic Management • Modern approaches - Quantitative Approach, Systems Approach and Contingency Approach 	
		1.4	Management Models: <ul style="list-style-type: none"> • Kurt Lewin's Change Management Model • Maslow's Hierarchy of Needs • Five Disciplines - Peter Senge • PDCA - Deming Wheel • SMART Goals - George T. Doran 	
2	Planning and Decision Making	2.1	Planning: Concept, Features, Advantages, Limitations, Process & Elements	15
		2.2	MBO: Concept & Features	
		2.3	Decision Making: Concept, Features, Process, Functions of a manager in a decision-making process	

		2.4	Group Decision-Making: Concept, Forms of group decision- making in organization.	
3	Organizing	3.1	Organizing: Concept, Nature Organization Structure: Concept, Forms (Concept, Advantages and Disadvantages): Line, Line & Staff and Matrix	12
		3.2	Departmentation: Concept, Basis and Significance	
		3.3	Span of Control: Concept & Factors affecting span of Control. Centralization v/s Decentralization	
		3.4	Delegation of Authority: Concept & Process	
4	Directing, Motivation, Leadership, Coordination, Controlling and Challenges in management of 21st Century	4.1	Directing: Concept & Process Motivation: Concept, Features & Factors of motivation	15
		4.2	Leadership: Concept, Styles and Qualities of Good Leader Coordination as an essence of management	
		4.3	Controlling: Concept, Nature, Process of controlling, Prerequisites of effective control systems, Controlling techniques	
		4.4	Challenges in management of 21st Century - How to manage & control virtual teams and creating an ethical workplace.	
TOTAL NUMBER OF LECTURES				60

Pedagogy: This course will use multiple pedagogies like Interactive Lecture, Students' Discussions and PPTs, Case Studies, Quizzes, Role Plays and other forms of Experiential Learning.

Course Outcomes:

1. Describe the basic managerial concepts and apply managerial skills to operate as a functional manager.
2. Summarize the Management Models.
3. Demonstrate critical thinking w.r.t planning and decision-making when presented with managerial problems and express their views and opinions on managerial issues in an articulate way.
4. Analyze the importance of organizing and its types in the contemporary organizations.
5. Explain how the management functions are performed in the organizations.
6. Discuss the challenges in management of 21st Century.

References:

1. Stephen P. Robbins, David A. Decenzo, 2016. Fundamentals of Management, Pearson Education, 9th Edition
2. Harold Koontz, O'Donnell and Heinz Weihrich, 2012. Essentials of Management. New Delhi, 9th edition, Tata McGraw Hill
3. Management Fundamentals: Concepts, Applications, & Skill Development, 6th edition, Sage. 2014
4. Richard L. Daft, Principles of Management, Cengage Learning. 2009
5. Robbins, Management, 9th edition Pearson Education. 2008

Case Studies	
1	<p>One of the important qualities that a manager should possess is promptness in decision making. An ideal manager must possess decisiveness. This means the ability to think positively. He must be able to take an appropriate line of action. Sanjay Singh is working as a production manager for India Incorporation, an automobile manufacturing firm. Basically, he is a good person and wants to lead the team but is slow in decision making. Indecisiveness can be particularly damaging depending on where the manager's position is in the organization. A production manager in a manufacturing unit, who cannot decide, will have a far greater negative impact on the organization than an office manager for an automobile accounting firm. A manager who cannot decide creates obstacles in the organization, causes missed opportunities and adds a level of frustration that drives employee's turnover and disengagement. The workers want the right direction from Sanjay expanding Singh, but he is unable to decide on issues. As a result, the production department is found working behind schedule.</p>
2	<p>ABC Tech Solutions is a medium-sized IT company specializing in software development and digital solutions. Recently, the company has been facing challenges with employee motivation and engagement, resulting in decreased productivity and higher turnover rates.</p> <p>Problem Statement: Despite offering competitive salaries and benefits, ABC Tech Solutions is struggling to keep its employees motivated and engaged. Many employees seem disengaged, leading to decreased productivity, increased absenteeism, and higher turnover rates. The company needs to identify the underlying causes of low motivation and implement effective strategies to improve employee engagement.</p>

BOS	Accountancy
Class	First Year B.Com in Business Management (F.Y.B.B.M)
Semester	I
Course Name	Financial Accounting
Course Code	PUCBM102
Course Type	Major
Level	Basic

Course Objectives:

1. To enhance the ability of the student to recognize economic events that need to be recorded in the accounting records.
2. To make the students aware of how to finalize the accounts of a sole proprietorship business.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Introduction to Accounting	1.1	Meaning of Bookkeeping and Accounting, Characteristic, Advantages and Disadvantages of Accounting, Difference between Book Keeping and Accounting.	10
		1.2	Accounting Principles: Introductions to Concepts and Conventions.	
		1.3	Accounting Standards: Concepts and Objectives.	
		1.4	Accounting in a Computerized Environment. Expenditure and Receipt: Capital, Revenue and Deferred revenue.	
2	Accounting Process	2.1	Journal Entries- Purchase, Sale, Income, Expenditure, Capital, Drawings (Trade Discount And Cash Discount).	15
		2.2	Ledger posting.	
		2.3	Trial Balance - Introduction and Preparation of Trial Balance.	
		2.4	Practical Problem on Triple Column Cash Book.	

3	Depreciation Accounting	3.1	Introduction, Methods of Depreciation Straight line method and Reducing Balance method	15
		3.2	Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained).	
4	Final Accounts of Sole Proprietorship Business	4.1	Introduction to Sole Proprietorship business.	20
		4.2	Preparation of Trading Account, Profit and Loss Account and Balance Sheet.	
		4.3	Adjustment for: Closing stock, Outstanding expenses and accrued income, Prepaid expenses and pre-received income, Depreciation, Bad Debt and Reserve for doubtful debt	
		4.4	Companies Act, 2013 (Schedule III) – Income Statement & Vertical Balance Sheet (Performa only)	
TOTAL NUMBER OF LECTURES				60

Course Outcomes:

1. Understand proper identification, recording, classification and summarization of business transactions and preparation of final accounts of a sole Trader
2. Develop the skill of recording financial transactions
3. Familiarize with the basic knowledge of Indian accounting standard and IFRS
4. To understand how to classify the expenditures and receipts
5. Understanding the concept of depreciation and treatment of depreciation as per Straight line and Written down method
6. Analyze the Sources of Finance.

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.
5. M.Radhaswamy, (2014), Advanced Accountancy, New Delhi, S. Chand and Sons(P) Ltd.

Case Study

1	<p>XYZ Manufacturing Ltd is a medium-sized manufacturing company specializing in the production of industrial machinery. The company has been in operation for several decades and is known for its commitment to quality and innovation. XYZ Manufacturing recently acquired a new production facility to expand its operations and meet the growing demand for its products. The management team is faced with decisions related to capital and revenue expenditures as they set up and operate the new facility. Following are the expenditures incurred by the company.</p> <p>a) XYZ Manufacturing decided to purchase a state-of-the-art CNC (Computer Numerical Control) machine for precision manufacturing costing Rs 5,00,000.</p> <p>b) Legal expenses paid for the acquisition of new machine Rs,55,000</p>
2	<p>Sagar is a sole proprietor who has his business in Navi Mumbai. He is in the business of trading spare parts of automobiles and has acquired necessary business licenses for operating in that area. He had brought into the business necessary capital and assets i.e. Capital of RS 10,00,000. Assets such as machinery worth Rs 25,00,000, cash in hand 15,000, Land & Building Rs 10,00, 000.He closes the accounts every year on 31st March.</p>

BOS	ECONOMICS
Class	First Year B.Com in Business Management (F.Y.B.B.M)
Semester	I
Course Name	Indian Economic Perspectives: Theory and Practice
Course Code	PUCBM103
Course Type	Discipline Minor
Level	Basic

Course Objectives:

1. To introduce students to the key concepts and theories in both traditional Indian economic thought and modern economics.
2. To encourage critical thinking and analytical skills through the application of economic principles to real-world problems.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Introduction to Indian Knowledge Systems (IKS)	1.1	Economic systems in ancient India: agrarian economy, guild system, and trade routes.	15
		1.2	Impact of colonialism on Indian economy: deindustrialization, land revenue systems, and economic policies.	
		1.3	Post-independence economic development: planning, liberalization, and globalization.	
2	Contemporary Economic Issues in India	2.1	Agriculture and rural development: Green Revolution, NAP and recent agricultural policies	15
		2.2	Poverty, inequality, and social welfare schemes	
		2.3	Industrialization and urbanization and informal sector challenges.	
3	Economic Policies and Institutions	3.1	Recent Government Policies for Economic Growth.	15
		3.2	Financial sector reforms: Banking sector reforms, demonetization, and financial inclusion initiatives.	

		3.3	Environmental sustainability: Traditional ecological knowledge, sustainable development goals	
4	Globalization and International Trade	4.1	India's integration into the global economy: trade liberalization & FDI policies	15
		4.2	Impact of globalization on Indian industries, agriculture, and services sector.	
		4.3	Implications of WTO agreement.	
Total number of Lectures				60

Course Outcomes:

1. Students will develop the ability to critically evaluate the economic policies implemented in ancient India, during the colonial period, and post-independence.
2. Evaluate the role of government intervention in shaping India's economic development and its implications for economic efficiency and equity.
3. Examine the challenges and opportunities faced by India in the global economic arena, including issues related to trade, investment, and globalization.
4. Discuss the importance of sustainable development and environmental considerations within the framework of India's economic growth.
5. Critically assess the strengths and weaknesses of different economic models and theories in explaining India's economic performance.
6. Evaluate how globalization has changed the way countries trade with each other and the challenges and opportunities it brings.

References:

1. "The Indian Economy: Problems and Prospects" by Bimal Jalan Publication: Penguin Books India; Revised edition (October 2005)
2. "India's Long Road: The Search for Prosperity" by Vijay Joshi Publication: Oxford University Press; Reprint edition (April 2017)
3. "Economic Policy: Theory and Practice" by Achyut Kumar Publication: Pearson; 1st edition (February 25, 2013)
4. Good Economics for Hard Times" by Abhijit V. Banerjee and Esther Duflo Publication: PublicAffairs; 1st edition (November 12, 2019)
5. Singh, Ramesh. Indian Economy. McGraw-Hill Education, 2022.

Case Studies	
1	During British colonial rule in India, the land revenue system underwent significant changes, impacting the socio-economic fabric of the country. This case study explores the evolution of land revenue systems in colonial India and their implications on rural communities. The objective is to understand how various land revenue systems implemented by the British administration affected land tenure, agricultural practices, and the livelihoods of Indian peasants. The implementation of these land revenue systems had profound implications on the agrarian economy and social structure of colonial India. Peasants faced heavy taxation, arbitrary rent increases, and lack of land tenure security under these systems, leading to widespread agrarian unrest and peasant uprisings such as

	<p>the Indigo Revolt and the Deccan Riots. The evolution of land revenue systems in colonial India reflects the British administration's attempts to extract revenue from the agrarian economy while maintaining control over land. However, these systems resulted in the exploitation and impoverishment of Indian peasants, contributing to socio-economic inequalities and agrarian discontent. Understanding the historical context and impact of these land revenue systems is essential for comprehending the complexities of agrarian relations in colonial India and their enduring legacy in post-independence India.</p>
2	<p>The banking sector in India has undergone significant reforms since the 1990s to enhance efficiency, transparency, and financial stability. This case study examines the key reforms introduced in the Indian banking sector and their impact on the industry and the economy. The objective is to understand the rationale behind banking sector reforms in India and evaluate their effectiveness in promoting financial inclusion, strengthening regulatory framework, and fostering competition.</p> <p>The implementation of banking sector reforms in India has led to several positive outcomes. Increased competition from private and foreign banks has spurred innovation and improved service quality, benefiting customers. Financial inclusion initiatives have expanded access to banking services, promoting savings, investment, and entrepreneurship among marginalized communities. Prudential norms have strengthened risk management practices, enhanced the stability of the banking system and reduced the incidence of bank failures. Furthermore, consolidation and merger of banks have created larger entities with economies of scale, better capitalization, and improved risk diversification. Banking sector reforms in India have transformed the industry, making it more dynamic, competitive, and resilient. However, challenges remain, including addressing the issue of stressed assets, enhancing governance and transparency, and leveraging technology to further improve efficiency and customer experience. Continued efforts towards strengthening regulatory oversight, promoting financial inclusion, and fostering innovation will be crucial for ensuring the long-term sustainability and stability of the banking sector in India.</p>

Semester-II

BOS	Business Management
Class	First Year B.Com in Business Management (F.Y.B.B.M)
Semester	II
Course Name	Fundamentals of Marketing
Course Code	PUCBM201
Type of Course	Major
Level	Basic

Course 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 Module	Topic No.	Name of Topic	Hours
1	Introduction to Marketing	1.1	Introduction to Marketing: Concept, Features, Advantages, Scope of Marketing, 4P's of Marketing, 4C's of Marketing, Traditional Concept of Marketing v/s Modern Concept of Marketing.	15
		1.2	Concepts in Marketing: Needs, Wants, Demands, Transactions, Transfers & Exchanges.	
		1.3	Orientations of a firm: Production Concept; Product Concept; Selling Concept; Marketing Concept, Social Relationship & Holistic Marketing	
		1.4	Components of Marketing Environment: Internal Environment - Management Structure; Marketing Channels; Markets in which a firm operates. External Environment – <ul style="list-style-type: none"> ● Micro Environment: Customers, Competitors, Suppliers, Shareholders, Media, Government, Financial Institutions, General Public ● Macro Environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis) 	

2	Marketing Research and Consumer Behaviour	2.1	Marketing Research: Concept, Features & Types	15
		2.2	Marketing Research Process	
		2.3	Consumer Behaviour: Concept, Features & Factors influencing	
		2.4	Segmentation: Meaning, Basis Targeting: Meaning, Types Positioning: Meaning, Strategies Differentiation: Ways of differentiation.	
3	Marketing Mix	3.1	Marketing Mix: Concept & Features	15
		3.2	Product Line: Concept, Product Lifecycle, Stages of New Product Development, Reasons for a failure of a new product and Levels of product.	
		3.3	Pricing: Objectives, Factors influencing Pricing Policy, Pricing Strategies Physical Distribution: Concept, Factors affecting Channel Selection and Types of Marketing Channels	
		3.4	Promotion: Concept and Significance Packaging: Packaging is a silent Salesman Branding and Labelling: Concept	
4	Introduction to IKS in Marketing	4.1	<ul style="list-style-type: none"> ● Cultural Insights: Understanding the nuances of Indian culture including language, customs, festivals and traditions and how they influence consumer behavior and preferences. ● Traditional Marketing Practices ● Rural Marketing Insights 	15
		4.2	Ayurveda and Wellness Marketing: Integrating principles of Ayurveda, yoga and holistic wellness into marketing strategies for health and wellness products and services emphasizing on natural ingredients, sustainability and holistic well-being	
		4.3	<ul style="list-style-type: none"> ● Ethical and Sustainable Marketing: Incorporating principles of dharma (duty), karma (action), and ahimsa (non-violence) and their application in marketing ethics and consumer behavior. ● Localization Strategies: Tailoring marketing campaigns, product offerings and communication channels to specific regional preferences, 	

			languages, and cultural sensitivities across diverse states and communities in India.	
		4.4	<ul style="list-style-type: none"> • Storytelling and Mythology: Leveraging Indian mythology, folklore and storytelling traditions to create compelling brand narratives and messaging that resonate with Indian consumers' cultural identity and values. • Spiritual and Religious Symbolism • Art and Aesthetics: Appreciating Indian art forms, craftsmanship and aesthetics in branding, packaging, and visual communication reflecting the rich cultural heritage and artistic traditions of India. 	
TOTAL NUMBER OF LECTURES				60

Pedagogy: This course will use multiple pedagogies like Interactive Lecture, Students' Discussions and PPTs, Case Studies, Quizzes, Role Plays and other forms of Experiential Learning.

Course Outcomes:

1. Describe the basic marketing concepts.
2. Summarize the factors and forces of the internal and external marketing environment.
3. Use market research to develop market strategies for organizations and demonstrate how knowledge of consumer behavior can be applied to marketing.
4. List market segmentation, Target Marketing, Positioning and Differentiation.
5. Explain how marketing mix is used to market products to target markets/segments.
6. Discuss the incorporation of traditional Indian wisdom, values and cultural insights into marketing education and practices and recognizing the rich heritage and diverse cultural landscape of India and seeks to integrate indigenous knowledge with contemporary marketing theories and strategies.

References:

1. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
2. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
3. Pillai R S, Bagavathi, Modern Marketing
4. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi
5. Neelamegam, S. (2007) Marketing in India : Cases and Readings, Vikas, New Delhi
6. Textbooks on Indian Knowledge System

Case Study	
1	A young boy felt hungry while studying at night. Away from home, he wanted somebody to make something for him to eat as he did not want to go outside to get something to eat. It was 2 a.m. at night and he did not know how to cater his hunger. At last, he went out and found something to eat from a roadside vendor. This incident made him aware of a business opportunity. After completing his education, instead of taking up a job, he thought of venturing

	<p>into the food business, especially the concept of delivering food at night. As a student he always felt the need for a midnight snack and that turned into a business idea. He thought of catering to young people (especially students) during the night hours. He researched and found that many youngsters were facing the same problem that he had faced. He finally started off with a business venture named “Night Delights” that intended to deliver food throughout the night.</p>
2	<p>Background: EcoChic is a new sustainable fashion brand that aims to disrupt the traditional fashion industry by offering eco-friendly and ethically produced clothing. The company sources sustainable materials, implements environmentally friendly production processes, and advocates for fair labor practices. With a focus on transparency and authenticity, EcoChic aims to attract environmentally conscious consumers seeking stylish and sustainable alternatives to mainstream fashion brands.</p> <p>Problem Statement: EcoChic faces the challenge of establishing itself in a highly competitive fashion market dominated by fast fashion brands. The company must differentiate itself from competitors, educate consumers about the benefits of sustainable fashion, and create a compelling brand identity that resonates with its target audience.</p>

BOS	Commerce
Class	First Year B.Com in Business Management (F.Y.B.B.M)
Semester	II
Subject Name	Business Legislation
Subject Code	PUCBM202
Type of Course	Major
Level of Subject	Basic

Course Objectives:

1. To create a guidepost for students so that they realize the requirement of Law in Business and Commerce.
2. To develop in students an understanding of the Role of Business Law in the modern world.

Unit No.	Name of Unit	Topic No.	Name of the Topic	Hours
1	Indian Contract Act, 1872 & Sale of Goods Act, 1930	1.1	Contract Act,1872: Essential elements of Contract; Agreement and Contract – Capacity to Contract, Free consent.	15
		1.2	Consideration, lawful objects/ consideration, Breach of contract. Remedies for breach of Contract.	
		1.3	Sale of Goods Act,1930: Scope of Act, Sale and Agreement to sell, essential of a valid Sale Contract.	
		1.4	Conditions and warranties – Implied Condition and warranties, Rights of an unpaid seller	
2	Negotiable Instrument Act, 1981 & Information Technology Act,2000 along with Recent	2..1	Negotiable Instrument Act,1981: Introduction of Negotiable Instruments – Characteristics of Negotiable instruments, Promissory note, Bills of Exchange.	15
		2.2	Cheque, Dishonour of Cheque, Penalty in case of Dishonour of Cheque.	
		2.3	Introduction to IT Act, Features of IT Act	

	Amendments	2.4	Offenses under IT Act	
3	Company Law, 2013	3.1	Company Law: Introduction to Company Law 2013, Features of Company, Types of Company, Procedure for Incorporation of company, Provisions Relating to Prospectus, Provisions relating to Public offer and Private Placement of Securities	15
		3.2	Memorandum of Association, Articles of Associations Doctrine of Ultra-Vires, Doctrine of Constructive Notice, Doctrine of Indoor Management	
		3.3	Provisions relating to Board of Directors, Meetings-Types of Meeting, Legal Requirement in Conduct of meeting	
		3.4	Provisions relating to transfer and transmission of shares	
4	Intellectual Property Rights (IPR)	4.1	IPR definition/ objectives Patent definition. What is patentable? What is not patentable? Procedure for Application of Patent under Patent Act	15
		4.2	Trademarks, definition, types of trademarks, infringement and passing off.	
		4.3	Copy right definition and subject in which copy right exists, Originality, Meaning and Content, Authors and Owners, Rights and Restrictions.	
		4.4	Geographical indications (only short notes)	
TOTAL LECTURES				60

Course Outcomes: -

1. Examine the role of Commercial Law in Business World.
2. Develop in students an understanding of the role of Commercial Law in the modern world.
3. Apply the Commercial Legislations in practical life.
4. Identify the shortcomings in Commercial Law.
5. Justify the necessary Amendments in Law.
6. Plan and formulate requirement of other Legislations pertaining to Business and Commercial World.

References :

1. Law of Contract: Avatar Singh, Eastern Book Company
2. The Law of Contract: An Outline by Dr. Nilima Chandiramani, Avinash Publications.

3. The Negotiable Instruments Act: Avatar Singh, Eastern Book Company
4. Khergamvala on the Negotiable Instruments (Amendment) Act, 2015, Lexis Nexis
5. Bare Act on Sale of Goods Act
6. Company Law by G.K. Kapoor

Case Study	
1	Ram, an artist, approached Shyam, a wealthy businessman, to commission a portrait of Shyam's family. They agreed orally that Ram would paint the portrait within two months and Shyam would pay Rs. 50,000 upon completion. Ram completed the portrait within the stipulated time and presented it to Shyam. However, Shyam refused to pay the agreed amount, claiming that the portrait did not meet his expectations.
2	Priya, a college student, was subjected to cyberbullying and harassment by a group of classmates. The classmates created fake social media profiles impersonating Priya and posted derogatory comments, manipulated photos, and defamatory content about her. Priya suffered emotional distress and reputational damage due to the online harassment.

BOS	Mathematics and Statistics
Class	First Year B.Com in Business Management (F.Y.B.B.M)
Semester	II
Course Name	Business Statistics
Course Code	PUCBM203
Course Type	Discipline Minor
Level	Basic

Course Objectives:

1. To develop the students to solve quantitative issues in business.
2. To equip the students to deal with data collections and calculations in the applications of research methodology.

Unit No.	Name of Module	Topic No.	Name of Topic	Number of Lectures
I	Introduction	1.1	Introduction to Statistics, Modes of collection of data, Data Types	15
		1.2	Frequency Distribution- Univariate and Bivariate Frequency Distribution Table, Marginal Distribution, Conditional Distribution	
		1.3	Graphical Representation of data: Bar Chart, Ogives, Histogram, Frequency Curve and Frequency Polygon	
II	Univariate Distributions	2.1	Measures of Central Tendency – Arithmetic Mean, Median and Mode - Definition, Merits Demerits.	15
		2.2	Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation.	
		2.3	Skewness & Kurtosis	
III	Bivariate Distributions	3.1	Karl Pearson Correlation Coefficient, Rank Correlation Coefficient	15

		3.2	Linear Regression Analysis - Relation between Correlation Coefficient & Regression Coefficient	
		3.3	Time Series- Moving Average Methods, Least Squares Method, Seasonal Indices	
IV	Index numbers	4.1	Index numbers - Construction of Index Numbers, Weighted Index Numbers by Laspeyre's, Paasche's & Fisher's formula, Cost of Living Index Number by Aggregate Expenditure Method & Family Budget Method	15
		4.2	Consumer Price Index Numbers & Wholesale Price Index Numbers and Real Income	
		4.3	Permutation and Combinations - Problems based on Permutations and Combinations	
Total Number of Lectures				60

Course Outcomes:

1. Identifies the data type of the problem.
2. Develops the use of the descriptive statistical tools to analyze a problem.
3. Develops the basic concepts and terminology of Statistics in general.
4. Apply univariate and bivariate statistical tools to solve problems.
5. Explain the results obtained using statistical tools based on a problem scenario.
6. Develops the more advanced features of Statistical applications.

References:

1. Business Statistics by Ken Black published by Tata McGraw Hill.
2. Business Statistics by V.K Kapoor published by S. Chand.
3. Business Statistics by Richard Levin..
4. Statistics by Murray R Spigel.

Case Study	
1	A workshop produces toy cars. The total cost function is given by $C=2,000+50x$, where "C" is the total Cost of producing x toy cars. The total revenue R is given by $R=100x$
2	In a particular market location, the demand curve for mangoes given by $q=2-15p$, where the quantity q is measured in thousands of tons and the price "p" is in Rupees per kg. If the corresponding supply curve is given by $y q=0.2+710p$