

**John Wilson Education Society's**

**Wilson College (Autonomous)**

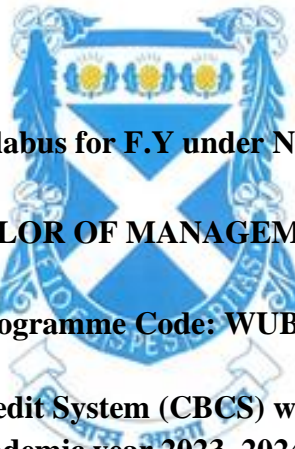
Chowpatty, Mumbai-400007

RE-ACCREDITED 'A' grade by NAAC

*Affiliated to the*

**UNIVERSITY OF MUMBAI**

Wilson College



**Syllabus for F.Y under NEP**

**Programme: BACHELOR OF MANAGEMENT STUDIES (BMS)**

**Programme Code: WUBMS**

**Choice Based Credit System (CBCS) with effect from  
Academic year 2023–2024**

## PROGRAMME OUTLINE 2023-2024

YEAR	SEM	COURSE CODE	COURSE TITLE	CREDITS
F.Y.B.M.S.	I	WCBMSMJ111	Introduction of Management	03
	I	WCBMSMJ112	Fundamentals of Business Accounting-I	03
	I	WCBMSMN111	Basics of Financial Services	03
	I	WCBMSMN112	Corporate Finance	03
	I	WCBMSMN115	Principles of Marketing	03
	I	WCBMSMN116	Consumer Behaviour	03
	I	WCBMSSE111	Statistics for Managerial Decisions	02
	I	WABMSOE111/ WSBMSOE111	Fundamentals of Management	02
	II	WCBMSMJ121	Industrial Law	03
	II	WCBMSMJ122	Fundamentals of Business Accounting-II	03
	II	WCBMSMN121	Innovative Financial Services	03
	II	WCBMSMN122	Introduction to Cost Accounting	03
	II	WCBMSMN125	Event Marketing	03
	II	WCBMSMN126	Advertising	03
	II	WCBMSSE121	Business Mathematics	02
	II	WABMSOE121/ WSBMSOE121	Business Leadership	02

**BMS PROGRAMME SPECIFIC OUTCOME (PSOs)**

Students will be able to:

<b>PS01</b>	<b><u>Establish</u></b> themselves as professionals by solving real-time problems through the use of management and scientific knowledge and qualities of teamwork, effective communication, critical thinking, and problem-solving skills.
<b>PS02</b>	<b><u>Analyze</u></b> a problem and identify, formulate and use appropriate managerial skills for obtaining its solution.
<b>PS03</b>	<b><u>Utilize</u></b> qualitative and quantitative methods to investigate and solve critical business problems.
<b>PS04</b>	<b><u>Evaluate</u></b> and integrate ethical considerations while making business decisions.
<b>PS05</b>	<b><u>Possess</u></b> the skills required to integrate concepts from various disciplines to identify and develop business strategies.
<b>PS06</b>	<b><u>Integrate tools</u></b> and concepts from multiple functional areas (i.e. finance, marketing, operations, etc.) to accomplish business goals.



## PREAMBLE

With the introduction of the New Education Policy 2020 the existing syllabus of F.Y.B.M.S is restructured according to the requirement for its implementation from 2023-2024 (as the remaining will be introduced phase-wise at S.Y.B.M.S and T.Y.B.M.S level) in Bachelors of Management Studies (BMS).

Major courses in the first year are core courses from management disciplines. Two types of minor courses are offered i.e., Finance and Marketing, where students have the choice to select one minor combination with a major as mandatory. Open Elective offered to other faculty i.e., Arts and Science includes Fundamentals of Management and Business Leadership which provides generic information related to management that will help the learners to understand the principles of management and inculcate leadership skills among the students from other faculty.

Skills Enhancement Courses (SEC) includes Statistics for Managerial Decisions and Business Mathematics. These courses provide indispensable problem solving and decision-making tools required in many areas of life.

The changes were made in the Curriculum in order to build the foundation in the field of management. The contents of each course have been carefully drafted, keeping the guidelines of NEP that will bring a wide range of opportunities to go beyond the classroom through which students will develop the skills of learning, leadership, team building, and commitment, in turn making them ready for the industry.

To comply with the real-world market, the introduction of Certificate Courses will help students in building expertise in the professional subject areas through the advancement of knowledge and skills. It will add immense value to the student's portfolio by gaining a competitive advantage.


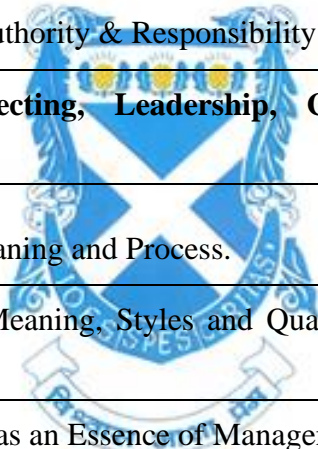
The policy will play a vital role in equipping the manpower of the country, to bring about a change by developing technical as well as soft skills amongst graduate and post-graduate students.

**SEMESTER - I**

<b>PROGRAM(s): F.Y.B.M.S.</b>			<b>SEMESTER: I</b>		
<b>Course: Introduction of Management</b>			<b>Course Code: WCBMSMJ111</b>		
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>Semester End Examination</b>
<b>03</b>	<b>NA</b>	<b>NA</b>	<b>03</b>	<b>40</b>	<b>60</b>
<p><b>Learning Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To provide a basic understanding with reference to management concepts, thoughts and practices.</li> <li>2. To inculcate managerial skills of planning, organizing, and controlling and equip them with the application of the skills in varied circumstances.</li> <li>3. To introduce various leadership styles, to anticipate the consequences of each leadership style and apply them according to the situations.</li> <li>4. To discuss recent trends in management.</li> </ol>					
<p><b>Course Outcomes:</b>                  After completion of the course, learners would be able to:  <b>CO1:</b> Identify various management functions and principles.  <b>CO2:</b> Apply theories of management in the real life scenario.  <b>CO3:</b> Develop leadership and teamwork skills for making the right business decisions.  <b>CO4:</b> Implement latest techniques for managing resources.</p>					

**DETAILED SYLLABUS**

<b>Unit</b>	<b>Sub-Unit</b>	<b>Unit Title</b>	<b>Credits/ Lectures</b>
		<b>Course: Introduction of Management</b>	<b>03/45</b>
<b>1</b>		<b>Unit 1: Nature of Management</b>	<b>15 Lectures</b>
	<b>1.1</b>	<b>Management:</b> Concept, Significance, Role & Skills, Levels of Management, Concepts of POSDCORB, Managerial Grid.	

	<b>1.2</b>	<b>Evolution of Management thoughts:</b> Contribution of F.W Taylor, Henri Fayol and Contingency Approach.	
	<b>1.3</b>	<b>Planning:</b> Meaning, Importance, Elements, Process, Limitations and MBO.	
	<b>1.4</b>	<b>Decision Making:</b> Meaning, Importance, Process, Techniques of Decision Making.	
<b>2</b>		<b>Unit 2: Organizing</b>	<b>15 Lectures</b>
	<b>2.1</b>	<b>Organizing:</b> Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations.	
	<b>2.2</b>	<b>Departmentation:</b> Meaning, Basis and Significance	
	<b>2.3</b>	<b>Span of Control:</b> Meaning, Graicunas Theory, Factors affecting span of Control, Centralization vs Decentralization. 	
	<b>2.4</b>	<b>Delegation:</b> Authority & Responsibility relationship. 	
<b>3</b>		<b>Unit 3: Directing, Leadership, Coordination and Control.</b>	<b>15 Lectures</b>
	<b>3.1</b>	<b>Directing:</b> Meaning and Process.	
	<b>3.2</b>	<b>Leadership:</b> Meaning, Styles and Qualities of Successful Leader.	
	<b>3.3</b>	<b>Coordination</b> as an Essence of Management.	
	<b>3.4</b>	<b>Controlling:</b> Meaning, Process and Techniques.	
	<b>3.5</b>	<b>Recent Trends:</b> Green Management & CSR.	

**References:**

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

<b>PROGRAM(s): F.Y.B.M.S</b>			<b>SEMESTER: I</b>		
<b>Course: Fundamentals of Business Accounting-I</b>			<b>Course Code: WCBMSMJ112</b>		
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>Semester Examination</b> <b>End</b>
3	NA	NA	03	40	60
<b>Learning Objectives:</b> <ol style="list-style-type: none"> <li>1. To define accounting principles and its application.</li> <li>2. To discuss AS-1, AS-6, AS- 9 and AS- 10.</li> <li>3. To articulate systems of accounting.</li> <li>4. To explain the importance of expenditures &amp; receipts.</li> </ol>					
<b>Course Outcomes:</b> After completion of the course, learners would be able to: <b>CO 1:</b> Enlist the accounting principles. <b>CO 2:</b> Classify the business transactions. <b>CO 3:</b> Analyse the subsidiary books of accounts. <b>CO 4:</b> Interpret the nature of receipts and expenditures.					

**DETAILED SYLLABUS**

Unit	Sub-Unit	Course/ Unit Title	Credits/ Lectures
		<b>Course: Fundamentals of Business Accounting-I</b>	<b>03/45</b>
<b>1</b>		<b>Unit 1 – Introduction</b>	<b>15 Lectures</b>
	<b>1.1</b>	<b>Meaning and Scope of Accounting:</b> Need and development, definition: Book-Keeping and accounting, Parties interested in accounting, Branches of accounting, Objectives of accounting.	
	<b>1.2</b>	<b>Accounting Principles:</b> Introductions to concepts and conventions.	

	<b>1.3</b>	<b>Introduction to Accounting Standards: Meaning and Scope</b> AS 1: Disclosure to Accounting Policies. AS 6: Depreciation Accounting. AS 9: Revenue Recognition. AS 10: Accounting For Fixed Assets.	
	<b>1.4</b>	<b>International Financial Reporting Standards (IFRS):</b> Introduction to IFRS IAS-1: Presentation of Financial Statements (Introductory Knowledge). IAS-2: Inventories (Introductory Knowledge).	
	<b>1.5</b>	<b>Accounting in Computerized Environment:</b> Introduction, Features and application in various areas of Accounting.	
<b>2</b>		<b>Unit 2 –Accounting Transactions</b>	<b>15 Lectures</b>
	<b>2.1</b>	<b>Accounting transactions:</b> Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column).	
<b>3</b>		<b>Unit 3- Expenditures &amp; Receipts</b>	<b>15 Lectures</b>
	<b>3.1</b>	<b>Expenditure:</b> Classification of Expenditure- Capital, revenue and Deferred Revenue expenditure Unusual expenses: Effects of error: Criteria test.	
	<b>3.2</b>	<b>Receipts:</b> Capital receipt, Revenue receipt, the distinction between capital receipts and revenue receipts.	
	<b>3.2</b>	<b>Profit or Loss:</b> Revenue profit or loss, capital profit or loss.	

**References:**

- *Financial Accounts (a managerial emphasis):* By Ashok Banerjee – Excel books.
- *Fundamental of Accounting and Financial Analysis :* By Anil Choudhary (Pearson education).
- *Indian Accounting Standards and IFRS for non-financial executives :* By T.P. Ghosh– Taxman.
- *Financial Accounting for Business Managers:* By Ashish K. Bhattacharya.
- *Introduction to Accountancy* by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi.
- *Modern Accountancy* by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai.
- *Financial Accounting* by Lesile Chandwichk, Pentice Hall of India AdinBakley (P) Ltd., New Delhi.



- *Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai.*



<b>PROGRAM(s): F.Y.B.M.S</b>		<b>SEMESTER: I</b>			
<b>Course: Basics of Financial Services</b>		<b>Course Code: WCBMSMN111</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial- (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>Semester End Examination</b>
3	NA	NA	03	40	60

**Learning Objectives:**

1. To understand the basic structure of the financial system.
2. To recognise the Regulatory Framework of the Indian Financial System.
3. To explain various functions of Commercial banks, RBI and Development banks.
4. To discover mutual funds as an important financial instrument in the Indian market.

**Course Outcomes:**

After completion of the course, learners would be able to:

- CO1:** Describe the different components of the Financial System.  
**CO2:** Discuss the role of regulators in the Indian Financial System.  
**CO3:** Enlist important contributions of commercial banks, development banks and RBI.  
**CO4:** Illustrate various mutual fund schemes and its functioning.

**DETAILED SYLLABUS**

Unit	Sub-Unit	Course/ Unit Title	Credits/ Lectures
		<b>Course: Basics of Financial Services</b>	<b>03/45</b>
<b>1</b>		<b>Unit 1: Financial System</b>	<b>15 Lectures</b>
	<b>1.1</b>	An overview of Financial System, Financial Markets, Structure of Financial Market (Organised and Unorganized Market).	
	<b>1.2</b>	Components of Financial System, Major Financial Intermediaries, Financial Products	
	<b>1.3</b>	Function of Financial System.	
	<b>1.4</b>	Regulatory Framework of Indian Financial System (Overview of SEBI and RBI-Role and Importance as regulators).	

2		<b>Unit 2: Commercial Banks, RBI And Development Banks</b>	<b>15 Lectures</b>
	2.1	<b>Concept of Commercial Banks-</b> Functions, Investment Policy of Commercial Banks, Liquidity in Banks, Asset Structure of Commercial Banks, Non-Performing Assets, Interest Rate reforms, Capital Adequacy Norms.	
	2.2	<b>Reserve Bank of India-</b> Organisation & Management, Role and Functions.	
	2.3	<b>Development Banks-</b> Characteristics of Development Banks, Need and Emergence of Development Financial Institutions In India, Function of Development Banks.	
3		<b>Unit 3: Mutual Funds</b>	<b>15 Lectures</b>
	3.1	Concept of Mutual Funds, Growth of Mutual Funds in India, Features and Importance of Mutual Fund. Mutual Fund Schemes.	
	3.2	Money Market Mutual Funds, Private Sector Mutual Funds, Evaluation of the Performance Of Mutual Funds, Functioning of Mutual Funds In India.	


### References:

- Khan M.Y., *Indian Financial System*, Tata McGraw Hill Publishing Company
- Varshney P.N. & Mittal MN, *Financial System*, Sultan Chand & Co
- A. Avadhani , *Marketing of Financial Services*
- Bhole L. M: *Financial Markets and Institutions*; Tata McGraw-Hill Publishing Company, New Delhi.

<b>PROGRAM(s): F.Y.B.M.S</b>			<b>SEMESTER: I</b>		
<b>Course: Corporate Finance</b>			<b>Course Code: WCBMSMN112</b>		
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial- (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>Semester End Examination)</b>
3	NA	NA	03	40	60
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To explain elements of corporate finance.</li> <li>2. To develop relevant understanding of capital structures.</li> <li>3. To determine the process of valuation considering risk and financing.</li> <li>4. To apply financial knowledge into practical situations in a business context.</li> </ol>					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
<b>CO1:</b> Identify the basic structure of corporate finance.					
<b>CO2:</b> Implement approaches available to raise funds to finance projects and investment.					
<b>CO3:</b> Calculate different costs of capital in valuation.					
<b>CO4:</b> Estimate investment decisions by considering the time value of money.					

**DETAILED SYLLABUS**

<b>Unit</b>	<b>Sub-Units</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
		<b>Course: Corporate Finance</b>	<b>3/45</b>
<b>1</b>		<b>Unit 1: Introduction</b>	<b>15 Lectures</b>
	<b>1.1</b>	<b>Introduction to Corporate Finance:</b> Meaning, Principles of Corporate Finance, Significance of Corporate Finance, Amount of Capitalisation, Over Capitalisation and Under Capitalisation, Fixed capital and Working Capital funds.	
	<b>1.2</b>	<b>Introduction to ownership securities:</b> Ordinary Shares, Reference Shares, Creditor Ship Securities, Debtors and Bonds, Convertible Debentures, Concept of Private Placement of Securities.	
	<b>1.3</b>	<b>Introduction to Public deposits:</b> Public deposits and RBI regulations, Company deposits and SEBI regulations,	

		Protection of depositors, RBI and public deposits with NBFC's	
2		<b>Unit: 2 Capital Structure and Leverage</b>	<b>15 Lectures</b>
	2.1	<b>Introduction to Capital Structure theories</b> , EBIT – EPS analysis for Capital Structure decision.	
	2.2	<b>Cost of Capital</b> – Cost of Debt, Cost of Preference Shares, Cost of Equity Shares and Cost of Retained Earnings, Calculation of Weighted Cost of Capital.	
	2.3	<b>Introduction to concept of Leverage</b> - Operating Leverage, Financial Leverage and Combined Leverage.	
3		<b>Unit: 3 Time Value of Money</b>	<b>15 Lectures</b>
	3.1	<b>Introduction to Time Value of Money</b> – compounding and discounting 	
	3.2	<b>Introduction to basics of Capital Budgeting (time value of money-based methods)</b> – NPV and IRR (Net Present Value and Internal Rate of Return)	
	3.3	Importance of Risk and Return analysis in Corporate Finance	

**References:**

- Foster, George *Financial Statement Analysis*, 2nd ed., Pearson Education Pvt Ltd.
- Damodaran, A. (2008). *Damodaran on Valuation, Security Analysis for Investment and Corporate Finance* (2nd ed.). Wiley India Pvt. Ltd.
- Chandra, P. (2011). *Corporate Valuation and Value Creation*, (1st ed). TMH.
- Weston, Chung, Hoag, *Mergers, Restructuring and Corporate Control*, Prentice Hall Of India.
- M.Y. Khan and P.K. Jain - *Financial Management* - Tata - McGraw Hill Publishing co. Ltd., New Delhi.
- Prasanna Chandra - *Financial Management* - Tata - McGraw Hill.

<b>PROGRAM(s): F.Y.B.M.S</b>		<b>SEMESTER: I</b>			
<b>Course: Principles of Marketing</b>		<b>Course Code: WCBMSMN115</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>Semester End Examination</b>
<b>03</b>	<b>NA</b>	<b>NA</b>	<b>03</b>	<b>40</b>	<b>60</b>
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To define fundamentals of marketing.</li> <li>2. To clarify the need of marketing research.</li> <li>3. To summarise essential elements of marketing mix.</li> <li>4. To categorize the process of segmenting, targeting, positioning and ethical issues involved in the marketing process.</li> </ol>					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
<b>CO1:</b> Identify key marketing principles and terminologies					
<b>CO2:</b> Classify various marketing research.					
<b>CO3:</b> Apply the concept of marketing mix in real life scenario.					
<b>CO4:</b> Illustrate different stages of segmenting, targeting, positioning.					
<b>CO5:</b> Inculcate the values of ethics in relation to marketing.					

**DETAILED SYLLABUS**

<b>Unit</b>	<b>Sub-Units</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
		<b>Course: Principles of Marketing</b>	<b>3/45</b>
<b>1</b>		<b>Unit 1: Introduction to Marketing</b>	<b>15 Lectures</b>
	<b>1.1</b>	<b>Introduction to Marketing:</b> Definition, features, advantages and scope of marketing, The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function	
	<b>1.2</b>	<b>Concepts of Marketing:</b> Needs, wants and demands,	

		transactions, transfer and exchanges.	
	<b>1.3</b>	Evolution of Marketing and P's of Services Marketing.	
	<b>1.4</b>	<b>The micro environment of business:</b> Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.	
	<b>1.5</b>	<b>Macro environment:</b> Political Factors; Economic Factors; Socio Cultural Factors , Technological Factors (PEST Analysis).	
<b>2</b>		<b>Unit 2: Marketing Research and Marketing Mix</b>	<b>15 Lectures</b>
	<b>2.1</b>	<b>Marketing research:</b> Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research.	
	<b>2.2</b>	<b>MIS:</b> Meaning, features and Importance.	
	<b>2.3</b>	<b>Product-product mix-product line lifecycle-product planning New product development- failure of new product-levels of product, Branding Packing and packaging role and importance.</b>	
	<b>2.4</b>	<b>Pricing objectives-</b> factors influencing pricing policy and Pricing strategy.	
	<b>2.5</b>	Physical distribution meaning factor affecting channel selection-types of marketing channels.	
	<b>2.6</b>	Promotion meaning and significance of promotion. Promotion tools (brief).	
<b>3</b>		<b>Unit 3: Segmentation, Targeting, Positioning, Trends and Ethical Issues in Marketing</b>	<b>15 Lectures</b>
	<b>3.1</b>	<b>Segmentation-</b> meaning, importance, basis.	
	<b>3.2</b>	<b>Targeting-</b> meaning, types.	
	<b>3.3</b>	<b>Positioning-</b> meaning strategies.	
	<b>3.4</b>	<b>New trends in marketing-</b> E-marketing, Internet marketing and marketing using Social network.	
	<b>3.5</b>	<b>Social marketing, Relationship marketing</b>	

	3.6	Ethical Issues in marketing	
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**References:**

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





<b>PROGRAM: F.Y.B.M.S.</b>		<b>SEMESTER: I</b>			
<b>Course: Consumer Behaviour</b>		<b>Course Code: WCBMSMN116</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>Semester End Examination</b>
3	NA	NA	03	40	60
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To define consumers, consumer behavior in the marketplace and their impact on marketing strategy.</li> <li>2. To enable students with basic knowledge about issues and dimensions of Consumer Behaviour.</li> <li>3. To classify major environmental and internal factors determining buying behaviour.</li> <li>4. To discover different consumer decision making models.</li> </ol>					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
<b>CO1:</b> Enumerate the importance of consumer behaviour while designing marketing strategy.					
<b>CO2:</b> Categorize various issues and dimensions of Consumer Behaviour.					
<b>CO3:</b> Differentiate internal and environmental factors affecting consumer behaviour.					
<b>CO4:</b> Examine various models for consumer decision making.					

**DETAILED SYLLABUS**

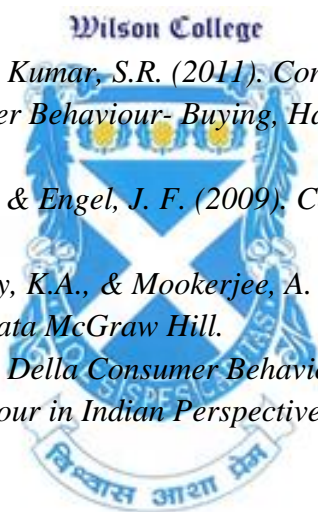
Unit	Sub-Units	Course/ Unit Title	Credits/ Lectures
		<b>Course: Consumer Behaviour</b>	<b>03/45</b>
<b>1</b>		<b>Unit 1: Introduction to Consumer Behaviour</b>	<b>15 Lectures</b>
	<b>1.1</b>	Meaning of Consumer Behaviour, Features and Importance.	
	<b>1.2</b>	Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour.	
	<b>1.3</b>	Profiling the consumer and understanding their needs.	
	<b>1.4</b>	Consumer Involvement: Consumer Research	

	1.5	Application of Consumer Behaviour knowledge in Marketing.	
	1.6	Consumer Decision Making Process and Determinants of Buyer.	
	1.7	Behaviour, factors affecting each stage, and Need recognition.	
2		<b>Unit 2: Individual Determinants and Family Determinants of Consumer Behaviour</b>	<b>15 Lectures</b>
	2.1	Consumer Needs & Motivation (Theories - Maslow, Mc Cleland).	
	2.2	Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification.	
	2.3	Self-Concept – Concept.	
	2.4	Consumer Perception.	
	2.5	Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude.	
	2.6	Formation & Change.	
	2.7	Attitude - Concept of attitude.	
	2.8	Family Influences on Buyer Behaviour.	
	2.9	Roles of different members, needs perceived and evaluation rules.	
	2.10	Factors affecting the need of the family, family life cycle stage and size.	
3		<b>Unit 3: Environmental determinants of consumer behaviour and Consumer Decision making models and trends</b>	<b>15 Lectures</b>
	3.1	Social Class and Influences.	
	3.2	Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences In-group versus out-group influences, role of opinion	

		leaders in diffusion of innovation and in purchase process.	
	<b>3.3</b>	Cultural Influences on Consumer Behaviour Understanding cultural and subcultural influences on individuals, norms and their role, customs, traditions and value system.	
	<b>3.4</b>	Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making.	
	<b>3.5</b>	Diffusion of innovations: Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles.	

**References:**

- Schiffman, L.G., Kanuk, L.L., & Kumar, S.R. (2011). *Consumer Behaviour. (10th ed.)*. Pearson.
- Solomon, M.R. (2009). *Consumer Behaviour- Buying, Having, and Being. (8th ed.)* New Delhi: Pearson .
- Blackwell, R.D., Miniard, P.W., & Engel, J. F. (2009). *Consumer Behaviour. New Delhi: Cengage Learning.*
- Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A. (2007). *Consumer Behaviour – Building Marketing Strategy. (9th ed.)*. Tata McGraw Hill.
- Loudan, David L and Bitta, A.J. *Della Consumer Behaviour.*
- Nair, Suja R- *Consumer Behaviour in Indian Perspective.*



<b>PROGRAM(s): F.Y.B.M.S</b>		<b>SEMESTER: I</b>			
<b>Course: Statistics for Managerial Decisions</b>		<b>Course Code: WCBMSSE111</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial- (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>Semester End Examination</b>
<b>02</b>	<b>NA</b>	<b>NA</b>	<b>02</b>	<b>NA</b>	<b>60</b>
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To provide knowledge regarding important statistical tools and formulas.</li> <li>2. To understand importance of statistics in real life situations.</li> </ol>					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
<b>CO1:</b> Equipped with the knowledge related to forecasting and researching which can be applied to real-life business situations.					
<b>CO2:</b> Apply concepts of statistics such as variation, mean, median, mode, etc. in practical life.					
<b>CO3:</b> Organize, present, and interpret statistical data, both numerically and graphically.					
<b>CO4:</b> Inculcate basic calculation skills required for performing statistical functions.					

**DETAILED SYLLABUS**

<b>Unit</b>	<b>Sub-Units</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
		<b>Course: Statistics for Managerial Decisions</b>	<b>2/30</b>
<b>1</b>		<b>Unit 1: Introduction to Statistics</b>	<b>10 Lectures</b>
	<b>1.1</b>	<b>Introduction:</b> Functions/Scope, Importance, Limitations	
	<b>1.2</b>	<b>Data:</b> Relevance of Data (Current Scenario), Type of data (Primary & Secondary), Primary (Census vs Samples, Method of Collection (In Brief), Secondary (Merits, Limitations, Sources) (In Brief).	
	<b>1.3</b>	<b>Presentation of Data: Classification</b> – Frequency Distribution – Discrete & Continuous, Tabulation, Graph (Frequency, Bar Diagram, Pie Chart, Histogram, Ogives).	

	<b>1.4</b>	<b>Measures Of Central Tendency:</b> Mean (A.M, Weighted, Combined), Median (Calculation and graphical using Histogram), Comparative analysis of all measures of Central Tendency.	
<b>2</b>		<b>Unit 2: Measurement of Dispersion, Correlation and Linear Regression</b>	<b>10 Lectures</b>
	<b>2.1</b>	<b>Measures of Dispersion:</b> Range with C.R(Co-Efficient of Range), Quartiles & Quartile deviation with CQ (Co-Efficient Of Quartile), Mean Deviation from mean with CMD (Co-Efficient Of Mean Deviation), Standard deviation with CV (Co-Efficient Of Variance), Skewness & Kurtosis (Only concept).	
	<b>2.2</b>	<b>Correlation:</b> Karl Pearson, Rank Correlation.	
	<b>2.3</b>	<b>Linear Regression:</b> Least Square Method.	
<b>3</b>		<b>Unit 3: Time Series and Index number</b>	<b>10 Lectures</b>
	<b>3.1</b>	<b>Time Series:</b> <u>Least Square Method</u> , Moving Average Method, Determination of Seasonal pattern.	
	<b>3.2</b>	<b>Index Number:</b> Simple(unweighted) Aggregate Method, Weighted Aggregate Method, <u>Simple Average of Price Relatives</u> , <u>Weighted Average of Price Relatives</u> , Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number.	

**References:**

- *Statistics of Management – Richard Levin and David S. Rubin, Prentice Hall of India, New Delhi.*
- *Statistics for Business and Economics – David R. Anderson, Dennis J. Sweney, Thompson Publication.*
- *Fundamental of Statistics – Bharadwaj, Excel Books, Delhi.*

<b>PROGRAM: F.Y.B.M.S</b>		<b>SEMESTER: I</b>			
<b>Course: Fundamentals of Management</b>		<b>Course Code: WABMSOE111/WSBMSOE111</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial- Bridge Session (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>Semester End Examination</b>
2	NA	NA	02	60	NA
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To define basic functions of management.</li> <li>2. To discover different management thoughts and practices.</li> <li>3. To illustrate various management principles.</li> </ol>					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
<b>CO1:</b> Identify various management functions and its principles.					
<b>CO2:</b> Develop managerial skills for making the right business decisions.					
<b>CO3:</b> Apply the management principles in real life situation.					

**DETAILED SYLLABUS**

Unit	Sub-Units	Course/ Unit Title	Credits/ Lectures
		<b>Course: Fundamentals of Management</b>	<b>02/30</b>
<b>1</b>		<b>Unit 1: Management and its Principles</b>	<b>15 Lectures</b>
	<b>1.1</b>	<b>Management:</b> Concept, Significance, Role & Skills, Levels of Management, Managerial Grid.	
	<b>1.2</b>	Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach. Case Studies.	
<b>2</b>		<b>Unit 2: Functions of Management</b>	<b>15 Lectures</b>
	<b>2.1</b>	Concept of POSDCORB	
	<b>2.2</b>	<b>Functions of Management:</b> Planning, Organising, Decision making, Directing, Coordinating, Controlling.	

	<b>2.3</b>	Centralization and decentralization.	
	<b>2.4</b>	<b>Delegation:</b> Authority & Responsibility.	
	<b>2.5</b>	<b>Recent Trends:</b> Green Management & CSR.	

**References:**

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



**SEMESTER: II**

<b>PROGRAM(s): F.Y.B.M.S</b>		<b>SEMESTER: II</b>			
<b>Course: Industrial Law</b>		<b>Course Code: WCBMSMJ121</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial- (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>Semester End Examination</b>
<b>3</b>	<b>NA</b>	<b>NA</b>	<b>03</b>	<b>40</b>	<b>60</b>
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To understand the legal framework for industrial activities.</li> <li>2. To define the laws relating to Health, Safety and Welfare.</li> <li>3. To outline laws related to compensation management and its benefits.</li> <li>4. To familiarize with the social legislation practice at the workplace.</li> </ol>					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
<b>CO1:</b> Identify the provisions for the Industrial disputes.					
<b>CO2:</b> Illustrate the basics principles relating to labour law, unfair labour practices, health and safety laws at the workplace.					
<b>CO3:</b> Practice laws related to compensation management.					
<b>CO4:</b> Categorize various social legislation practices adopted in organisation.					
<b>CO5:</b> Apply aspects of employment law to real workplace situations.					

**DETAILED SYLLABUS**

<b>Unit</b>	<b>Sub-Units</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
		<b>Course: Industrial Law</b>	<b>3/45</b>
<b>1</b>		<b>Unit 1: Laws Related to Industrial Relations &amp; Industrial Disputes</b>	<b>15 Lectures</b>
	<b>1.1</b>	<b>Industrial Disputes Act, 1947:</b> Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure.	
	<b>1.2</b>	The Trade Union Act, 1926.	



2		<b>Unit 2: Laws Related to Health, Safety and Welfare</b>	<b>15 Lectures</b>
	2.1	<b>The Factory Act 1948:</b> (Provisions related to Health, Safety and Welfare).	
	2.2	<b>The Employees Compensation Act, 1923 Provisions:</b> <ul style="list-style-type: none"> <li>● Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence.</li> <li>● Definitions.</li> <li>● Employer's liability for compensation (S-3 to 13).</li> <li>● Rules as to Compensation (Sec 4 to Sec 9) (14 A &amp; 17).</li> </ul>	
3		<b>Unit 3: Social Legislation &amp; Laws Related to Compensation Management</b>	<b>15 Lectures</b>
	3.1	<b>Employees Provident Fund &amp; Miscellaneous Provisions Act, 1952:</b> Schemes, Administration and determination of moneys due from employers.	
	3.2	<b>Protection of Women from Sexual Harassment Act, 2013 and CSR Law</b>	
	3.3	<b>The payment of Wages Act 1948:</b> Objectives, Definition, Authorised Deductions	
	3.4	<b>Payment of Bonus Act, 1965</b>	
	3.5	<b>The Payment of Gratuity Act, 1972</b>	

**References:**

- *Dr. Sanjiv Kumar, Industrial and labour law, Bharat Law HP. Ltd.*
- *Mr. N D Kapoor, Industrial Law, Sultan Chand.*
- *Mr. PL Mallick, Industrial Law, Sultan Chand.*
- *SN. Mishra, Labour and Industrial Law, Central Law Publication.*
- *P.K.Padhi, Labour and Industrial Law, Eastern Economy Edition.*
- *S.K.Dasgupta, Commercial and Industrial Law, Sterling Publisher Private. Ltd.*
- *Chopra. DS Employees provident Fund, Labour Law Agency.*

<b>PROGRAM: F.Y.B.M.S</b>		<b>SEMESTER: II</b>			
<b>Course: Fundamentals of Business- Accounting II</b>		<b>Course Code: WCBMSMJ122</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial- Bridge Session (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>Semester End Examination</b>
<b>3</b>	<b>NA</b>	<b>NA</b>	<b>03</b>	<b>40</b>	<b>60</b>
<p><b>Learning Objectives:</b></p> <ol style="list-style-type: none"> <li>To understand the types of accounting for depreciation and applications of AS-6.</li> <li>To provide a basic understanding on steps to locate errors.</li> <li>To explain the process of preparing final accounts of a sole proprietor.</li> </ol>					
<p><b>Course Outcomes:</b> After completion of the course, learners would be able to:</p> <p><b>CO1:</b> Distinguish between types of depreciation accounting.</p> <p><b>CO2:</b> Classify the debit and credit items for preparation of trial balance.</p> <p><b>CO3:</b> Analyse different types of errors and the process of its rectification.</p> <p><b>CO4:</b> Construct final accounts of a sole proprietor.</p>					

**DETAILED SYLLABUS**

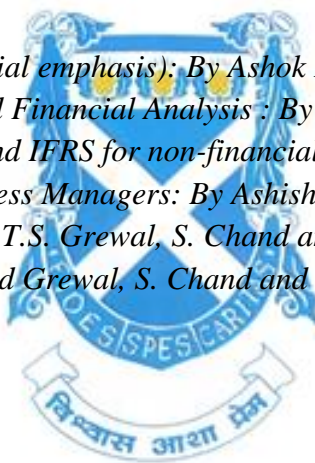
<b>Unit</b>	<b>Sub-Units</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
		<b>Course: Fundamentals of Business Accounting-II</b>	<b>03/45</b>
<b>1</b>		<b>Unit 1: Depreciation Accounting</b>	<b>15 Lectures</b>
	<b>1.1</b>	Introduction, Methods, Types, Factors, Objectives & Limitations, AS-6.	
	<b>1.2</b>	Depreciation accounting: Practical problem based on depreciation using Straight Line Method.	
	<b>1.3</b>	Depreciation accounting: Practical problem based on depreciation using Reducing Balance Method.	

2		<b>Unit 2: Trial Balance &amp; Rectification of Errors</b>	<b>15 Lectures</b>
	2.1	<b>Preparation of Trial Balance:</b> Introduction and Preparation of Trial Balance.	
	2.2	<b>Rectification of Errors:</b> Concept, Types, Classification & its Identification.	
3		<b>Unit 3: Final Accounts of a Sole Proprietor</b>	<b>15 Lectures</b>
	3.1	<b>Introduction to Final Accounts of a Sole proprietor</b>	
	3.2	<b>Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet</b>	
	3.3	<b>Preparation and presentation of Final Accounts in horizontal format</b>	

## Wilson College

## References:

- *Financial Accounts (a managerial emphasis):* By Ashok Banerjee – Excel books.
- *Fundamental of Accounting and Financial Analysis :* By Anil Choudhary (Pearson education).
- *Indian Accounting Standards and IFRS for non-financial executives :* By T.P. Ghosh– Taxman.
- *Financial Accounting for Business Managers:* By Ashish K. Bhattacharya.
- *Introduction to Accountancy* by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi.
- *Advance Accounts* by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi.



<b>PROGRAM(s): F.Y.B.M.S</b>		<b>SEMESTER: II</b>			
<b>Course: Innovative Financial Services</b>		<b>Course Code: WCBMSMN121</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial- (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>Semester End Examination</b>
3	NA	NA	03	40	60
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To review the traditional financial services.</li> <li>2. To provide knowledge on issue management and securitization.</li> <li>3. To recognize financial services and its mechanism.</li> <li>4. To provide extensive understanding on the role of the consumer finance and credit rating in the present business scenario.</li> </ol>					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
<b>CO1:</b> Identify the basics of traditional financial services and its functioning.					
<b>CO2:</b> Discuss the concept of issue management, stock broking, and securitization.					
<b>CO3:</b> Differentiate between different financial services.					
<b>CO4:</b> Classify various consumer finance products and types of plastic cards.					
<b>CO5:</b> Explain the basics of credit rating agencies and their functioning.					

**DETAILED SYLLABUS**

Unit	Sub-Units	Course/ Unit Title	Credits/ Lectures
		<b>Course: Innovative Financial Services</b>	<b>3/45</b>
<b>1</b>		<b>Unit 1: Introduction to Traditional Financial Services, Issue Management &amp; Securitization</b>	<b>15 Lectures</b>
	<b>1.1</b>	<b>Financial Services:</b> Concept, Objectives/Functions, Characteristics, Financial Service Market, Financial Service Market Constituents, Growth of Financial Services in India, Problems in Financial Services Sector, Banking and Non-Banking Companies, Regulatory Framework	
	<b>1.2</b>	<b>Issue Management and Intermediaries:</b> Introduction,	

		Merchant Bankers/ Lead Managers, Underwriters, Bankers to an Issue, Brokers to an Issue	
	<b>1.3</b>	<b>Stock Broking:</b> Introduction, Stock Brokers, Sub-Brokers, Foreign Brokers, Trading and Clearing/Self Clearing Members, Stock Trading (Cash and Normal) Derivative Trading	
	<b>1.4</b>	<b>Securitization:</b> Definition, Securitization v/s Factoring, Features of Securitization, Pass Through Certificates, Securitization Mechanism, Special Purpose Vehicle, Securitised Assets, Benefits of Securitization, New Guidelines on Securitization	
<b>2</b>		<b>Unit 2: Financial Services and its Mechanism</b>	<b>15 Lectures</b>
	<b>2.1</b>	<b>Lease and Hire-Purchase:</b> Meaning, Types of Lease - Finance Lease, Operating Lease, Advantages and Disadvantages of Leasing, Leasing in India, Legal Aspects of Leasing. Definition of Hire Purchase, Hire Purchase and Installment Sale Characteristics, Hire Purchase and Leasing, Advantages of Hire Purchase, Problems of Hire Purchase.	
	<b>2.2</b>	<b>Housing Finance:</b> Introduction, Housing Finance Industry, Housing Finance Policy Aspect, Sources of Funds, Market of Housing Finance, Housing Finance in India- Major Issues, Housing Finance in India – Growth Factors, Housing Finance Institutions in India, National Housing Bank (NHB), Guidelines for Asset Liability Management System in HFC, Fair Trade Practice Code for HFC's, Housing Finance Agencies.	
	<b>2.3</b>	<b>Venture Capital:</b> Introduction, Features of Venture Capital, Types of Venture Capital Financing Stages, Disinvestment mechanisms, Venture Capital Investment process, Indian Scenario.	
<b>3</b>		<b>Unit 3: Consumer Finance and Credit Rating</b>	<b>15 Lectures</b>
	<b>3.1</b>	<b>Consumer Finance:</b> Introduction, Sources, Types of Products, Consumer Finance Practice in India, Mechanics of Consumer Finance, Terms, Pricing, Marketing and Insurance of Consumer Finance, Consumer Credit Scoring, Case for and against Consumer Finance.	

	3.2	<p><b>Plastic Money:</b> Growth of Plastic Money Services in India, Types of Plastic Cards- Credit card- Debit Card- Smart card- Add-on Cards, Performance of Credit Cards and Debit Cards, Benefits of Credit Cards, Dangers of Debit Cards, Prevention of Frauds and Misuse, Consumer Protection. Indian Scenario.</p> <p>Smart Cards- Features, Types, Security Features and Financial Applications.</p>	
	3.3	<p><b>Credit Rating:</b> Meaning, Origin, Features, Advantages of Rating, Regulatory Framework, Credit Rating Agencies, Credit Rating Process, Credit Rating Symbols. Credit Rating Agencies in India, Limitations of Rating</p>	

### References:

- Khan M.Y., *Financial Services*, Mc Graw Hill Education.
- .Dr.S.Gurusamy, *Financial Services*, Vijay Nicole Imprints.
- *Financial Market and Services*, E, Gordon and K. Natrajan, Himalaya Publishing House.



<b>PROGRAM(s): F.Y.B.M.S</b>			<b>SEMESTER: II</b>		
<b>Course: Introduction to Cost Accounting</b>			<b>Course Code: WCBMSMN122</b>		
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial- (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>Semester End Examination</b>
<b>3</b>	<b>NA</b>	<b>NA</b>	<b>03</b>	<b>40</b>	<b>60</b>
<b>Learning Objectives:</b> <ol style="list-style-type: none"> <li>1.To familiarize the students with the basic cost, concepts, allocation and control of various costs and methods of costing.</li> <li>2. To outline the elements of cost and methods of distribution.</li> <li>3.To discuss the emerging concepts in the cost calculation.</li> <li>4. To articulate systems of cost accounting.</li> </ol>					
<b>Course Outcomes:</b> After completion of the course, learners would be able to: <b>CO 1:</b> Describe the concepts and methods of costing. <b>CO 2:</b> Correlate to the trends of emerging costing techniques. <b>CO 3:</b> Ascertain the cost of products with the help of a cost sheet. <b>CO 4:</b> Assess the changes between Financial Statement and Cost Sheet.					

**DETAILED SYLLABUS**

<b>Unit</b>	<b>Sub-Units</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
		<b>Course: Introduction to Cost Accounting</b>	<b>3/45</b>
<b>1</b>		<b>Unit 1: Introduction &amp; Emerging cost concepts</b>	<b>15 Lectures</b>
	<b>1.1</b>	<b>Introduction:</b> Meaning, Nature and scope-Objective of Cost Accounting-Financial Accounting v/s Cost Accounting- Advantages and disadvantages of Cost Accounting. Elements of Costs-Cost classification (concept only)- Installation of Cost Accounting System,	

		Process (Simple and Inter process) and Job Costing (Practical Problems)	
	<b>1.2</b>	<b>Emerging cost concepts:</b> Uniform Costing and Inter Firm Comparison, Emerging Concepts – Target Costing, Benchmarking, JIT, The Balanced Scorecard; Strategic Based Control; concept, process, implementation of Balanced Scorecard, Challenges in implementation of Balanced Scorecard	
<b>2</b>		<b>Unit 2: Elements of Cost</b>	<b>15 Lectures</b>
	<b>2.1</b>	<b>Material Costing-</b> Stock valuation (FIFO & weighted average method), EOQ, EOQ with discounts, Calculation of Stock levels (Practical Problems)	
	<b>2.2</b>	<b>Labour Costing</b> – (Bonus and Incentive Plans) (Practical Problems)	
	<b>2.3</b>	<b>Overhead Costing</b> (Primary and Secondary Distribution)	
<b>3</b>		<b>Unit 3: Cost Projection</b>	<b>15 Lectures</b>
	<b>3.1</b>	<b>Cost Sheet (Current and Estimated)</b> ( Practical Problems)	
	<b>3.2</b>	<b>Reconciliation of financial accounts and cost accounting</b> (Practical Problems)	

**References:**

- *Cost Accounting-Principles and Practice; Arora M.N: Vikas, New Delhi.*
- *Cost Accounting; Jain S.P. and Narang K.L: Kalyani New Delhi.*
- *Cost Accounting - A Managerial Emphasis; Prentice-Hall of India, Horngren, Charles, Foster and Datar: New Delhi.*



<b>PROGRAM(s): F.Y.B.M.S</b>		<b>SEMESTER: II</b>			
<b>Course: Event Marketing</b>		<b>Course Code: WCBMSMN125</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial- (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>Semester End Examination</b>
<b>3</b>	<b>NA</b>	<b>NA</b>	<b>03</b>	<b>40</b>	<b>60</b>
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1.To understand the concept of events and how they are a growing mode of marketing.</li> <li>2.To make learners aware about the importance of segmenting the market then targeting the customers and positioning the event according to it.</li> <li>3. To differentiate the various techniques used in event pricing.</li> <li>4. To enlist the various career opportunities in the field of Event Marketing.</li> </ol>					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
<b>CO1:</b> Organize an event applying the C's of Event Planning.					
<b>CO2:</b> Utilise the brand building techniques used to create a successful event.					
<b>CO3:</b> Examine the type of event and infer the audience accordingly.					
<b>CO4:</b> Choose the appropriate pricing technique.					

**DETAILED SYLLABUS**

<b>Unit</b>	<b>Sub-Units</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
		<b>Course: Event Marketing</b>	<b>3/45</b>
<b>1</b>		<b>Unit 1: Introduction to Events and Concept of Product in Events</b>	<b>15 Lectures</b>
	<b>1.1</b>	· Definition and Meaning of Event Marketing; The Evolution of Event Marketing, Advantages of Event Marketing, 5 C's of Events- Conceptualization, costing, canvassing, customization, carrying-out; Event Designing; Reach; Interaction-Interaction Points, Direct Interaction, Indirect Interaction, Interaction Catalysts or Enablers.	

	1.2	Importance of Events as a Marketing Communication Tool; <b>Events as a Marketing Tool:</b> The Varied Marketing Needs Addressed by Events: Brand Building, Focus on Target Market, Implementation of Marketing Plan, Marketing Research, Relationship Building, Creating opportunities for better deals with different media, Events and their Economic implications.	
	1.3	Concept of Event Creativity, <b>Key Elements of Events:</b> Event Infrastructure; Customer Groups; Clients; Event Organizers; Venue; Media	
	1.4	<b>Concept of Product in Events:</b> Benefit Levels-Core, generic, expected, augmented; Categories of Events: Competitive Events, Artistic Expression, Cultural Celebrations, Exhibition Events, Charitable Events ,Special Business Events, Retail Events.	
2		<b>Unit 2: Segmenting, Targeting and Positioning of Events and Promotion in Events</b>	15 Lectures
	2.1	Concept of Market in Events; Segmentation and targeting of the Market for events; Positioning of events-Event Property.	
	2.2	<b>Event Variations-</b> Time Frame Based, Concept Based, Artist Based, Client Industry Based	
	2.3	<b>Networking Components:</b> Print Media, Radio, Television, Internet, Outdoor Media, Direct Marketing, Sales Promotion, Public Relations, Merchandising, In-venue Publicity.	
	2.4	<b>Event Sponsorship:</b> Concept of Sponsorship, Sponsorship in a communication context, Synergy between sponsor and Event, Identifying Potential sponsors, Impact Measurement, Practical Sponsor Incentivization, In-Kind Sponsorship.	
3		<b>Unit 3: Concept of Pricing and Trends and Challenges in Event Marketing</b>	15 Lectures
	3.1	Risk Rating, Setting Pricing Objectives, Understanding local legislations and tax laws, Feedback about events from the market, skills required for negotiating the best price, validation against pricing objectives, pricing decisions, Event Charges: Percentage of the total Event	

		Cost, Flat Fee, Package Price, Hourly Rate.	
	<b>3.2</b>	E-event marketing, Virtual Events, Societal Event Marketing, Green Event, Cause-Related Event Marketing, Sports Event Marketing.	
	<b>3.3</b>	Safety and Security of Event.	
	<b>3.4</b>	Event Crisis Management.	
	<b>3.5</b>	Growth of Event Industry in India.	
	<b>3.6</b>	Career in Event Marketing.	

### References:

- Preston C.A., "Event Marketing: How to successfully promote Events, Festivals, Conventions, and Expositions", Wiley, Second Edition, 2015.
- Gaur Sanjaya Singh and Sanjay V Saggere, "Event Marketing and Management", Vikas Publishing House Pvt. Ltd. , 2003.
- Sharma Diwakar, "Event Planning & Management", Deep and Deep Publications Pvt. Ltd., 2005.
- Hoyle Leonard H., "Event Marketing-How to successfully Promote Events, Festivals, Conventions and Expositions", Wiley, 2009.
- Genadinik Alex, "Event Planning-Management and Marketing for Successful Events", CreateSpace Independent Publishing Platform, 2015.
- Harichandan C.P., "Event Management", Global Vision Publishing House, 2010.
- Goyal K. Swarup, "Event Management", Adhyayan Publishers, 2013.



<b>PROGRAM(s): F.Y.B.M.S</b>		<b>SEMESTER: II</b>			
<b>Course: Advertising</b>		<b>Course Code: WCBMSMN126</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial- (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>Semester End Examination</b>
<b>03</b>	<b>NA</b>	<b>NA</b>	<b>03</b>	<b>40</b>	<b>60</b>
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To discuss advertising as an element of marketing communications.</li> <li>2. To illustrate the advertising planning process with its key constituents.</li> <li>3. To enlighten students about the laws and ethical practices in advertising and its management.</li> <li>4. To get acquainted with concepts and techniques in the application for developing and designing effective advertising.</li> </ol>					
<b>Course Outcomes:</b>					
After completion of the course, learners would be able to:					
<b>CO1:</b> Examine the growing importance of advertising in the communication mix.					
<b>CO2:</b> Prepare an effective advertisement in various media.					
<b>CO3:</b> Discuss the role and issues of advertising in contemporary society.					
<b>CO4:</b> Explore the current trends in advertising and career opportunities available in advertising.					

**DETAILED SYLLABUS**

<b>Unit</b>	<b>Sub-Units</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
		<b>Course: Advertising</b>	<b>3/45</b>
<b>1</b>		<b>Unit 1: – Introduction to Advertising</b>	<b>15 Lectures</b>
	<b>1.1</b>	Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M's of Advertising	
	<b>1.2</b>	<b>Types of Advertising</b> –consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising.	
	<b>1.3</b>	<b>Theories of Advertising:</b> Stimulus Theory, AIDA, Hierarchy Effects Model, Means – End Theory, Visual Verbal Imaging, Cognitive Dissonance.	

	<b>1.4</b>	<b>Ethics and Laws in Advertising:</b> Puffery, Shock Ads, Subliminal Advertising, Weasel Claim, Surrogate Advertising, Comparative Advertising Code of Ethics, Regulatory Bodies, Laws and Regulation – CSR, Public Service Advertising, Corporate Advertising, Advocacy Advertising.	
	<b>1.5</b>	Social, cultural and Economic Impact of Advertising, the impact of ads on Kids, Women and Advertising.	
	<b>1.6</b>	<b>Role of Advertising in Marketing Mix:</b> Product planning, product brand policy, price, packaging, distribution, Elements of Promotion, Role of Advertising in PLC.	
<b>2</b>		<b>Unit 2: Strategy and Planning Process in Advertising</b>	<b>15 Lectures</b>
	<b>2.1</b>	<b>Advertising Planning process &amp; Strategy :</b> Introduction to Marketing Plan, Advertising Plan- Background, situational analysis related to Advertising issues, Marketing Objectives, Advertising Objectives, Target Audience, Brand Positioning (equity, image personality), creative Strategy, message strategy, media strategy, Integration of advertising with other communication tools.	
	<b>2.2</b>	<b>Advertising Agencies</b> – Functions – structure – types - Selection criteria for Advertising agency – Maintaining Agency–client relationship, Agency Compensation.	
	<b>2.3</b>	<b>Advertising Budget</b> – Definition of Advertising Budget, Features, Methods of Budgeting.	
	<b>2.4</b>	<b>Evaluation of Advertising Effectiveness</b> – Pre-testing and Post testing Objectives, Testing process for Advertising effectiveness, Methods of Pretesting and Post-testing, Concept testing v/s Copy testing.	
<b>3</b>		<b>Unit 3: Creativity in Advertising, Current trends and careers in Advertising.</b>	<b>15 Lectures</b>
	<b>3.1</b>	<b>Introduction to Creativity</b> – definition, importance, creative process, Creative strategy development – Advertising Campaign – determining the message theme/major selling ideas – introduction to USP – positioning strategies – persuasion and types of advertising appeals – role of source in ads and celebrities as source in Indian ads – execution styles of presenting ads.	

	<b>3.2</b>	<b>Role of different elements of ads</b> – logo, company signature, slogan, tagline, jingle, illustrations, etc.	
	<b>3.3</b>	<b>Creating the TV commercial</b> – Visual Techniques, writing script, developing storyboard, other elements (Optical, Soundtrack, Music).	
	<b>3.4</b>	<b>Copywriting:</b> Elements of Advertisement copy – Headline, sub-headline, Layout, Body copy, slogans. Signature, closing idea, Principles of Copywriting for print, OOH, essentials of good copy, Types of Copy, Copy Research.	
	<b>3.5</b>	<b>Current Trends in Advertising:</b> Rural and Urban Advertising, Digital Advertising, Content Marketing (Advertorials), retail advertising, lifestyle advertising, Ambush Advertising, Global Advertising – scope and challenges – current global trends.	
	<b>3.6</b>	<b>Careers in Advertising:</b> careers in Media and supporting firms, freelancing options for career in advertising, role of Advertising Account Executives, campaign Agency family tree – topmost advertising agencies and the famous advertisements designed by them.	

**References:**

- *Belch, Michael, “Advertising and Promotion: An integrated marketing communications perspective” Tata Mcgraw Hill 2010.*
- *Mohan, Manendra “Advertising Management Concept and Cases”, Tata Mcgraw Hill 2008.*
- *Kleppner, Russell J; Thomac, Lane W , “Advertising Procedure”, Prentice Hall 1999.*
- *Shimp, Terence, “Advertising and promotion :An IMC Approach”, Cengage Learning 2007.*
- *Sharma, Sangeeta and Singh, Raghuvir “Advertising planning and Implementation”, Prentice Hall of India 2006.*
- *Clow ,Kenneth E and Baack, Donald E “Inetegrated Advertising Promotion and Marketing Communication”, Pearson Edu 2014.*
- *Duncan, Tom, “Principles of Advertising and IMC”, Tata Mcgraw Hill Pub 2006.*

<b>PROGRAM(s): F.Y.B.M.S</b>		<b>SEMESTER: II</b>			
<b>Course: Business Mathematics</b>		<b>Course Code: WCBMSSE121</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial- (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>Semester End Examination</b>
2	NA	NA	02	NA	60
<b>Learning Objectives:</b> <ol style="list-style-type: none"> <li>To provide basic knowledge regarding widely used mathematical techniques.</li> <li>To have a proper understanding of mathematical applications in Commerce and Management.</li> <li>To get acquainted with the operations of matrices and determinants.</li> <li>To learn the concept of derivatives and its application in business enterprise.</li> <li>To demonstrate essential calculative skills.</li> </ol>					
<b>Course Outcomes:</b> After completion of the course, learners would be able to: <b>CO1:</b> Demonstrate basic skill of business mathematics by accurately performing common business computations, statistical data presentation, and analysis. <b>CO2:</b> Apply graphs, equations, ratio and proportion, percentage, and measurement systems to solve typical business problems viz calculation of budget, cash discounts, taxes, etc. <b>CO3:</b> Demonstrate problems on interest and a related term, computation of interest and annuity, and present and future value. <b>CO4:</b> Discuss the applications of derivatives and matrices in real-life situations. <b>CO5:</b> Predict the rate of change in quantity with respect to other quantities with the help of derivative functions.					

**DETAILED SYLLABUS**

<b>Unit</b>	<b>Sub-Units</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
		<b>Course: Business Mathematics</b>	<b>2/30</b>
<b>1</b>		<b>Unit 1: Elementary Financial Mathematics</b>	<b>10 Lectures</b>
	<b>1.1</b>	<b>Simple and Compound Interest:</b> Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest.	
	<b>1.2</b>	<b>Annuity-Present and future value-sinking funds.</b>	

	<b>1.3</b>	<b>Depreciation of Assets:</b> Equated Monthly Instalments (EMI)- using flat interest rate and reducing balance method.	
	<b>1.4</b>	<b>Functions:</b> Algebraic functions and the functions used in business and economics, Break Even and Equilibrium point.	
<b>2</b>		<b>Unit 2: Matrices &amp; Basics of Derivatives</b>	<b>10 Lectures</b>
	<b>2.1</b>	<b>Matrices:</b> Some important definitions and some important results. Matrix operation (Addition, scalar multiplication, matrix multiplication, transpose of a matrix).	
	<b>2.2</b>	<b>Introduction and Concept:</b> Derivatives of constant function, logarithmic functions, polynomial and exponential function.	
	<b>2.3</b>	<b>Rules of derivatives:</b> addition, multiplication, quotient.	
<b>3</b>		<b>Unit 3: Application of Derivatives</b>	<b>10 Lectures</b>
	<b>3.1</b>	<b>Second order derivatives.</b>	
	<b>3.2</b>	<b>Application of Derivatives:</b> Maxima, Minima, Average Cost and Marginal Cost. Total revenue, Marginal revenue, Average revenue. Average and Marginal profit. price elasticity of demand.	

**References:**

- *Business Mathematics, D.C. Sancheti, V.K. Kapoor, Sultan Chand & Sons Publications, 2006*
- *Business Mathematics, J.K. Singh, 2009, Himalaya Publishing House.*
- *Mathematics for Business and Economics, J.D. Gupta, P.K. Gupta, Man Mohan, Tata McGrawHill Publishing Company Ltd.*
- *Mathematics of Finance 2nd Edition Schaum's Outline Series Peter Zima, Robert Browns Tata McGrawHill Publishing Company Ltd.*
- *Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.*
- *Business Mathematics by Bari – New Literature publishing company, Mumbai.*
- *Mathematics for Economics and Business, RS Bhardwaj, 2010, Excel Books.*
- *Business Mathematics, Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Vikas Publishing House Pvt. Ltd, New Delhi*



<b>PROGRAM: F.Y.B.M.S</b>		<b>SEMESTER: II</b>			
<b>Course: Business Leadership</b>		<b>Course Code: WABMSOE121/WSBMSOE121</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial- Bridge Session (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>Semester End Examination</b>
<b>02</b>	<b>NA</b>	<b>NA</b>	<b>02</b>	<b>60</b>	<b>NA</b>
<b>Learning Objectives:</b> <ol style="list-style-type: none"> <li>1. To identify various traits and motives of an effective leader.</li> <li>2. To study leadership theories and its applications.</li> <li>3. To acquaint the students about practical approaches to leadership &amp; its application in the Indian context.</li> </ol> <p style="text-align: center;"><i>Wilson College</i></p>					
<b>Course Outcomes:</b> After completion of the course, learners would be able to: <b>CO1:</b> Discuss the different styles of leadership. <b>CO2:</b> Discover various contemporary leadership theories. <b>CO3:</b> Analyse a leader's behaviour and practice effective leadership styles.					

**DETAILED SYLLABUS**

<b>Unit</b>	<b>Sub-Units</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
		<b>Course: Business Leadership</b>	<b>02/30</b>
<b>1</b>		<b>Unit 1: Leadership-I</b>	<b>15 Lectures</b>
	<b>1.1</b>	<b>Leadership</b> – Meaning, Traits and Motives of an Effective Leader, Styles of Leadership.	
	<b>1.2</b>	<b>Theories</b> –Trait Theory, Behavioural Theory, Path Goal Theory.	
	<b>1.3</b>	<b>Transactional v/s Transformational leaders.</b>	
	<b>1.4</b>	<b>Strategic leaders</b> – meaning, qualities.	
	<b>1.5</b>	Charismatic Leaders– meaning of charisma, Qualities, characteristics, types of charismatic leaders (socialized, personalized, office-holder, personal, divine).	

2		<b>Unit 2: Leadership-II</b>	<b>15 Lectures</b>
	<b>2.1</b>	Great leaders, their style, activities and skills (Ratan Tata, Narayan Murthy, Dhirubhai Ambani, Bill Gates, Mark Zuckerberg, Donald Trump)- Case Studies.	
	<b>2.2</b>	Characteristics of creative leaders and organization methods to enhance creativity (Andrew Dubrein).	
	<b>2.3</b>	Contemporary issues in leadership–Leadership roles, team leadership, mentoring, self-leadership, online leadership, finding and creating effective leaders.	

### References:

- *Stephen P. Robbins, Timothy A. Judge (Author) - Organizational behaviour (15th Edition), Prentice Hall Publication.*
- *Strategic Leadership – Sahu & Bharati – Excel Books.*
- *French Wendell, Bell Cecil and Vohra Veena. (2004). Organization Development, Behavioral Science Interventions for Organization Improvement. (6th ed.).*



**Modality of Assessment (Semester I & II)****Theory Examination Pattern:****A. Internal Assessment- 40%- 40 Marks: (For Majors, Minors & Open Electives)**

Sr. No.	Evaluation Type	Marks
1	Assignment/ Case study/ Field /visit report/Presentations/Project/ Internships/Debates/ Class Test/Quizzes/Surveys/Open Book Test/Viva-Voce etc.	20 marks x 2 Evaluation
	<b>Total</b>	<b>40</b>

**B. External Examination- 60%- 60 Marks per paper (Majors, Minors, Skill Enhancement)****Semester End Theory Examination:**

1. Duration - These examinations shall be of **two hours** duration.
2. Paper Pattern: (For Theory Subjects):

Q.No	Description	Marks
Q.1 A.	Multiple Choice Questions/Fill in the Blanks	5
Q.1. B	True or False/ Match the Column	5
Q.2	Theory Question (Attempt any 1 out of 2 questions)	10
Q.3	Theory Question (Attempt any 1 out of 2 questions)	10
Q.4	Theory Question (Attempt any 1 out of 2 questions)	10
Q.5	Short Notes (Attempt any 4 out of 6 questions)	20
	<b>Total</b>	<b>60</b>

3. Paper Pattern: (For Practical/Numerical Subjects)

Q. No.	Description	Marks
Q.1 A.	Multiple Choice Questions/Fill in the Blanks	5
Q.1.B	True or False/ Match the Column	5
Q.2	Practical/Numerical Question (Attempt any 1 out of 2 questions) or (Attempt any 2 out of 3 questions)	10
Q.3	Practical/Numerical Question (Attempt any 1 out of 2 questions) or (Attempt any 2 out of 3 questions)	10
Q.4	Practical/Numerical Question (Attempt any 1 out of 2 questions) or (Attempt any 2 out of 3 questions)	10
Q.5	Practical/Numerical Question (Attempt any 1 out of 2 questions) or (Attempt any 2 out of 3 questions)	10
Q.6	Short Notes (Attempt any 2 out of 4 questions)	10
	<b>Total</b>	<b>60</b>

**Overall Examination & Marks Distribution Pattern:**

Semester	Course Code	Course Title	Internal	External	Total
I	WCBMSMJ111	Introduction of Management	40	60	100
I	WCBMSMJ112	Fundamentals of Business Accounting-I	40	60	100
I	WCBMSMN111	Basics of Financial Services	40	60	100
I	WCBMSMN112	Corporate Finance	40	60	100
I	WCBMSMN115	Principles of Marketing	40	60	100
I	WCBMSMN116	Consumer Behaviour	40	60	100
I	WCBMSSE111	Statistics for Managerial Decisions	NA	60	60
I	WABMSOE111/ WSBMSOE111	Fundamentals of Management	60	NA	60

II	WCBMSMJ121	Industrial Law	40	60	100
II	WCBMSMJ122	Fundamentals of Business Accounting-II	40	60	100
II	WCBMSMN121	Innovative Financial Services	40	60	100
II	WCBMSMN122	Introduction to Cost Accounting	40	60	100
II	WCBMSMN125	Event Marketing	40	60	100
II	WCBMSMN126	Advertising	40	60	100
II	WCBMSSE121	Business Mathematics	NA	60	60
II	WABMSOE121/ WSBMSOE121	Business Leadership Wilson College	60	NA	60

