

**Sheth N.K.T.T College of Commerce and Sheth J.T.T College of Arts, Thane (W)**  
(Autonomous)

(Affiliated to university of Mumbai)

Credit Structure as per NEP-2020(w.e.f 2024-25)

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

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

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

<b>Programme Name: B. Com(Management Studies)</b>		<b>Semester: II</b>
Course Category/Vertical: Major		
Name of the Dept: BMS		
Course Title: Principles of Marketing		
Course Code: BMP201	Course Level:4.5	
Type: Theory		
Course Credit: 4 credits		
Hours Allotted: 60 Hours		
Marks Allotted: 100 Marks		
<p><b>Course Objectives(CO):</b> (List the course objectives)</p> <p>CO.1 To make learners aware of the basic concepts of marketing</p> <p>CO.2 Make learners aware about the importance of marketing research</p> <p>CO.3 Train the learners to make effective use of marketing mix for developing marketing plans</p> <p>CO. 4 Introduce them to various modern trends in marketing and core marketing concepts</p>		
<p><b>Course Outcomes (OC):</b> ( List the course outcomes)</p> <p>OC 1.Gain knowledge about the concepts of marketing and its implications in the business</p> <p>OC 2.Understand the importance of marketing research and its contribution in analysing the market and decision making</p> <p>OC 3.Learners would be able to make effective use of marketing mix while developing marketing plans</p> <p>OC 4.Understand the importance of core marketing concepts and various modern trends in marketing and its role in changing business scenario</p>		
<p><b>Description the course:</b> <b>(Including but not limited to)</b></p> <p>The course introduces the learners to the concept of marketing and its practical application in the current competitive world. The learners could upgrade their current understanding of marketing and get themselves ready for the workforce. Students would be able to explore new areas of marketing, such as executive MIS, marketing research, and much more, which are in high demand right now in the business world.</p>		

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

Unit No.	Content	Hours
I	<p><b>Introduction to Marketing</b></p> <p><b>Introduction to Marketing:</b> Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling, functions of marketing</p>	15

	<p><b>Concepts of Marketing:</b> Needs, wants and demands, transactions, transfer and exchanges</p> <p><b>Orientations of a firm:</b> Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing</p>	
II	<p><b>Marketing Environment, Research and Consumer Behaviour</b></p> <p><b>The micro environment of business:</b> Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.</p> <p><b>Macro environment:</b> Political Factors; Economic Factors; Socio-Cultural Factors , Technological Factors (PEST Analysis)</p> <p><b>Marketing research:</b> Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research</p> <p><b>MIS:</b> Meaning, features and Importance</p> <p><b>Consumer Behaviour:</b> Meaning, feature, importance, factors affecting Consumer Behaviour</p>	15
III	<p><b>Marketing Mix</b></p> <p><b>Marketing mix:</b> Meaning –elements of Marketing Mix.</p> <p><b>Product-product mix-product line lifecycle-product planning – New Product development- failure of new product-levels of product.</b></p> <p><b>Branding –Packing and packaging – role and importance</b></p> <p><b>Pricing – objectives- factors influencing pricing policy and Pricing strategy.</b></p> <p><b>Physical distribution – meaning – factor affecting channel selection-types of marketing channels Promotion – meaning and significance of promotion and tools</b></p>	15
IV	<p><b>Segmentation, Targeting and Positioning and Trends In Marketing</b></p> <p><b>Segmentation – meaning , importance , basis</b></p> <p><b>Targeting – meaning , types</b></p> <p><b>Positioning – meaning – strategies</b></p> <p><b>New trends in marketing – E-marketing , Internet marketing and marketing using Social network</b></p> <p>Social marketing/ Relationship marketing</p>	15
	Total Hours	60

References:

1. Saxena, Rajan. Marketing Management. Fourth edition, Tata McGraw Hill Publishing Co., New Delhi
2. Ramaswamy V.S. and Namakumari S. Marketing Management – Planning, Implementation and Control. Fourth edition, Macmillan
3. Kumar Arun & N Meenakshi. Marketing Management. Second Edition; Vikas Publications
4. Michael Vaz – Manan Prakashan
5. Kale – Vipul Publication

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

<b>Programme Name: B.Com (Management Studies) Semester:II</b>	
Course Category:Major	
Name of the Dept: BMS	
Course Title: Fundamentals of human skills	
Course Code: BMH202	Course Level:4.5
Course Credit: <b>02</b>	Total Marks: <b>50</b>
Course Objectives:	
CO1:To acquaint the students to understand and appreciate the basis of Human Skills in general and in certain specific situations.	
CO2:To explain human nature and its impact on business circumstances	
Course Outcomes:	
OC1: It would support the student to learn practical knowledge of soft skills and Behavioural skills and development required to engage Human Capital as per the industry needs.	
<ul style="list-style-type: none"> <li>OC2:Understand individual, group and organizational behavioural dynamics</li> </ul>	

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

Unit No.	Content	Hours
I	<p><b>Understanding of Human Nature</b></p> <p><b>Individual Behaviour:</b> individual differences, factors affecting individual differences, Big five model, locus of control, introversion-extroversion achievement orientation , self – esteem, risk taking, self-monitoring and type A and B personalities, Concept of understanding self through JOHARI WINDOWS,</p> <p>Nature and components of attitude, Functions of attitude</p> <p><b>Thinking, learning and perceptions:</b> Thinking skills, thinking styles and thinking hat.</p>	15
II	<p><b>Organizational Culture and motivation at workplace</b></p> <p><b>Introduction to Group Behaviour</b></p>	15

	<p><b>Group Dynamics:</b> Nature, types, group behaviour model (roles, norms, status, process, structures)</p> <p><b>Team effectiveness:</b> nature, types of teams, ways of forming an effective team.</p> <p><b>Setting goals.</b> • Organizational Processes and System.</p> <p><b>Organizational Culture:</b> Characteristics of organizational culture. Types, functions and barriers of organizational culture.</p> <p><b>Motivation at workplace:</b> Concept of motivation Theories of motivation in an organisational setup. A. Maslow Need Heirachy F. Hertzberg Dual Factor Mc. Gregor theory X and theory.stress management</p>	
	Total Hours	30

References:

1. Organisational behaviour, S.Robbins, Prentice Hall
2. Organisational behaviour, John W.Newstrom and Keith Davis, Tata McGrawhill
3. Organisational behaviour, Fred Luthans, McGrawhill,Newyork
4. Organisational behaviour, K.Aswathappa, Himalaya Publishing House
5. Essentials of management, Koontz,Harold, Tata McGrawhill

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

<b>Programme Name:</b> B.Com(Management Studies)	<b>Semester: II</b>
Course Category/Vertical: Minor	
Name of the Dept: Bachelor of Management Studies	
Course Title: Business Law	
Course Code: BML203	Course Level:4.5
Type: Theory	
Course Credit: 2 credits	
Hours Allotted: 30 Hours	
Marks Allotted: 50 Marks	
<b>Course Objectives(CO):</b> (List the course objectives) CO.1 To familiarize the learners with basic laws governing commercial contracts and agreements, legal aspects governing the sale of goods and understand corporate structure, governance, compliance and penalties for non-compliance. CO.2 To make the learners understand companies act.	
<b>Course Outcomes (OC):</b> ( List the course outcomes) OC 1. Learners would get knowledge about commercial contracts, and laws governing trade and companies. OC 2. Learners would gain knowledge about companies act	
<b>Description the course:</b> <b>(Including but not limited to)</b> This course provides an overview of various laws and regulations in India, including the Indian Contract Act, Sale of Goods Act, Company Law, The course covers essential elements, key concepts, and definitions of each act, aiming to equip students with a comprehensive understanding of the legal framework governing business and commerce in India.	

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

Unit No.	Content	Hours
I	<b><i>Indian Contract Act, 1872</i></b> Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/ consideration, Breach of contract, Remedies for breach of Contract. <b><i>Sale of Goods Act, 1930</i></b> Scope of Act, Sale and Agreement to Sell, essential of a valid Sale Contract – Conditions and warranties – Implied Conditions and warranties, Rights of an unpaid seller.	15

II	<b><i>Company Law</i></b> Company Law: What is a Company? – Incorporation of company – MOA, AOA, Prospectus, Meetings, Meaning of transfer and transmission of shares	15
----	--	----

References:

1. Elements of mercantile Law – N. D. Kapoor
2. Business Law – P.C. Tulsian
3. Business Law – SS Gulshan
4. Company Law – Dr. Avtar Singh
5. Indian Contract Act – Dr. Avtar Singh

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

<b>Programme Name: B.Com(Management Studies)</b>		<b>Semester: II</b>
Course Category/Vertical: Open Electives (OE)		
Name of the Dept: BMS		
Course Title: Managerial Economics-II		
Course Code:BME204		Course Level:4.5
Type: Theory		
Course Credit: 4 credits		
Hours Allotted: 60 Hours		
Marks Allotted: 100 Marks		
<p><b>Course Objectives (CO):</b> (List the course objectives)</p> <p>CO1. To introduce students to the basic concepts of Macroeconomics.</p> <p>CO 2. To understand the Keynesian and post Keynesian Economics.</p> <p>CO 3. To acquaint the students with the concepts of Money, Prices and Inflation.</p> <p>CO 4. To give insight of Banking sectors.</p>		
<p><b>Course Outcomes (OC):</b> (List the course outcomes)</p> <p>OC1. Students will learn the basic concept of National Income and Its Circular Flow.</p> <p>OC 2. Students will be able to understand the Keynesian and post Keynesian Economics.</p> <p>OC 3. Students get acquainted with the concepts of Money, Prices and Inflation.</p> <p>OC 4. Students will gain knowledge of Banking Sectors.</p>		
<p><b>Description of the course:</b>  <b>(Including but not limited to)</b></p>	<p>The study of this paper will help students to understand basic concepts of Macroeconomics which can be applied in day-to-day life. Students will be able to understand National Income &amp; its flow in an economy. Knowledge of Money, prices and Inflation helps students to understand the functioning of an economy. Students will understand how the banking sectors work and its role in economic development.</p>	

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

Unit No.	Content	Hours
I	<p><b>Module I: Introduction:</b>            Macroeconomics: Meaning, Scope and Importance, Concepts of National Income, Measurement of National Income, Circular flow of National Income -Closed Economy and Open Economy</p>	15
II	<p><b>Module II: Keynesian and Post Keynesian Economics:</b></p>	15

	The principles of effective demand- Aggregate Demand & Aggregate Supply, Consumption function and investment Multiplier Inflation and Unemployment: Philips Curve Stagflation: Meaning, Causes & Consequences Supply side Economics	
III	<b>Module III: Money, Prices and Inflation:</b> Money Supply: Components, Determinants of Money Supply, Factors influencing Velocity of Circulation of Money Demand for Money: Classical, Neo-classical and Keynesian approaches of Demand for Money Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- measures to control inflation	15
IV	<b>Module IV: Banking:</b> Commercial banks – Features & Functions, Commercial Banks balance Sheet, Recent Development in the Banking sector, Central bank- Introduction, Definition and Function: Traditional, Developmental and Supervisory	15
	<b>Total Hours</b>	<b>60</b>

#### References:

1. N. Gregory Mankiw, (2015), Principle of Macro Economics, 7th Edition, Cengage Learning.
2. Abel A.B.B.S. Beranake and D. Croushore (2013), Macro Economics, Pearson, New Delhi.
3. Ahuja H.L. (2008), Macro Economics theory and policy, S. Chand and Company Ltd. New Delhi.
4. Dwivedi D.N. (2007), Macro Economics theory and policy, TATA Mcgrow - Hill Publication Company Ltd. Delhi.
5. Dornbusch Rudiger, Fischer, Stanley and Startz, (2017) (Indian Edition), Macro Economics Delhi; Mcgrow Hill Publication.
6. Paul Samuelson and William Nordhaus, (2010), Economics.

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

<b>Programme Name: B.Com(Management Studies)</b>		<b>Semester: II</b>
Course Category/Vertical: Vocational Skill Course(VSC)		
Name of the Dept: BMS		
Course Title: <b>Business Statistics</b>		
Course Code: BMS205	Course Level:4.5	
Type: Theory		
Course Credit: 2 credits		
Hours Allotted: 30 Hours		
Marks Allotted: 50 Marks		
<b>Course Objectives(CO):</b> (List the course objectives)		
CO 1. This course will enable the students to combine practical & theoretical knowledge of Statistic & Mathematics		
CO 2. It will provide fundamental basic knowledge of statistical techniques as applicable to business.		
<b>Course Outcomes (OC):</b> ( List the course outcomes)		
OC 1. Organize data using frequency distributions, graphically using histograms, frequency polygons. Calculate central tendencies like mean, median and mode and recognize the applicability of these in business.		
OC 2. Apply various measures of dispersion. Understand covariance, correlation and regression.		
<b>Description the course: (Including but not limited to)</b>	It provides basic knowledge of statistical techniques as applicable to business management. Course provides statistical literacy, Essentials for conducting research effectively, proficiency in course can enhance career prospects in numerous fields. Provides a foundation for lifelong learning in fields where data analysis and statistical reasoning are continuously evolving.	

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

Unit No.	Content	Hours
I	<b>INTRODUCTION, ORGANISING, DATA, FREQUENCY DISTRIBUTION, DATA REPRESENTATION</b> Organizing Data, Frequency Distribution, Measure of Central tendency, Org Data, preparation of frequency distribution graphical and diagrammatic representation histogram, frequency polygon. <b>MEASURES OF CENTRAL TENDENCIES</b> Definition of Averages and objective of Averages Types of Averages. Arithmetic mean, Geometric Mean, Harmonic Mean and its	15

	advantages, Disadvantages and usages, mode, median, quartiles, deciles and percentiles for both grouped as well as ungrouped data.	
II	<p><b>MEASURES OF DISPERSION</b>  Concept and idea of dispersion. Various measures Range, quartile deviation, Mean Deviation, Standard Deviation and corresponding relative measure of dispersion. Geographical representation and utility of various is measure of Dispersions.</p> <p><b>CO-VARIANCE, CORRELATION AND REGRESSION</b>  Meaning, definition and Application of covariance, concept of correlation. Rank correlation, regression concept, relationship with correlation, Method od Least squares.</p>	15
	Total Hours	30

References:

- Fundamentals of Statistics - D. N.Elhance,
- Statistical Methods - S.G. Gupta (S. Chand &Co.
- Statistics for Management - Lovin R. Rubin D.S, (PrenticeHall ofIndia)
- Statistics - Theory, Method & Applications D.S.Sancheti & V. K.Kapoor.
- Modern Business Statistics - (Revised)-B. Pearles & C.Sullivan -Prentice Hall ofIndia.
- Business Mathematics & Statistics : B Aggarwal, AneBook Pvt.Limited
- Business Mathematics : D C Sancheti & V K Kapoor, Sultan Chand &Sons
- Business Mathematics: A P Verma, Asian Books Pvt.:Limited.
- IRDA: IC.33  
Fundamentals of Applied Statistics: S G Gupta and V K Kapoor, Sultan Chand &Co

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

<b>Programme Name: B. Com(Management Studies)</b>		<b>Semester:II</b>
Course Category: Skill Enhancement Course(SEC)		
Name of the Dept: BMS		
Course Title: <b>-Information Technology in Business Management II</b>		
Course Code: BMI206	Course Level: 4.5	
Course Credit: 2	Total Marks: 50	
<b>Course Objectives:</b>		
CO1: To Understand the role of information technology in modern business management		
CO2: To learn and understand the relationship between Database Management and Data warehouse and application of data Mining in Business.		
Course Outcomes:		
After completion of the course, learners would be able to:		
OC1: Understand managerial decision-making and to develop perceptive of major functional areas of MIS & ERP		
OC2: Demonstrate proficiency in the concepts of DBMS, Data Warehouse & Data Mining in Business		
Description of the course : This Computer course provide students with essential knowledge on MIS and database management skills that are highly relevant and in demand across various industries.		

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

Unit No.	Content	Hours
I	<p><b>Management Information System</b></p> <p>Overview of MIS, Definition, Subsystems of MIS, Characteristics, Structure of MIS</p> <p>Understanding Major Functional Systems</p> <p>Marketing &amp; Sales Systems, Finance &amp; Accounting Systems, Manufacturing &amp; Production Systems, Human Resource Systems, Inventory Systems, Decision support system- Definition, Relationship with MIS, objectives, components, applications of DSS</p> <p><b>ERP-ESCM-ECRM</b></p> <p>Concepts of ERP, Architecture of ERP, Generic modules of ERP, Applications of ERP, ERP lifecycle, Features of Commercial ERP</p> <p>Software Study of SAP, Oracle Apps, MS Dynamics NAV, Peoplesoft</p>	15

	<p>Concept of e-CRM  E-CRM Solutions and its advantages, CRM Capabilities and Customer Life Cycle, Data Mining and CRM, CRM and workflow Automation  Concept of E-SCM  Strategic advantages, benefits, SCM Components and Chain Architecture, Major Trends in e-SCM  Case Studies ERP/SCM/CRM</p>	
II	<p><b>Introduction to Data Base and Data Warehouse</b></p> <p><b>Introduction to DBMS</b>  Meaning of DBMS, Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, schema architecture.</p> <p><b>Data Warehousing and Data Mining</b>  Concepts of Data Warehousing, Characteristics of Data Warehouse, Functions of Data Warehouse, Data Warehouse Architecture, Business use of data warehouse  Data Mining  The scope and the techniques used, Business Applications of Data Warehousing and Data Mining</p>	15
	Total Hours	30

References:

1. Information Technology for Management, 6TH ED (With CD ) By Efraim Turban, Dorothy
2. G. K. Gupta :”Database Management Systems”, McGraw – Hill
3. Elmasri and Navathe, “Fundamentals of Database Systems”, 6th Edition, PEARSON Education.
4. Han, Kamber, "Data Mining Concepts and Techniques", Morgan Kaufmann 3nd Edition

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

<b>Programme Name: B.Com(Management Studies)</b>		<b>Semester: II</b>
Course Category/Vertical: Ability Enhancement Course		
Name of the Dept: BMS		
Course Title: Corporate Communication – II		
Course Code:BMC207	Course Level:4.5	
Type: Theory		
Course Credit: 2 credits		
Hours Allotted: 30 Hours		
Marks Allotted: 50 Marks		
<b>Course Objectives(CO):</b> (List the course objectives)		
CO1. To inculcate the knowledge of business etiquette and various barriers one may face while communicating		
CO2. To make learners aware about role of Public Relations in business communication and give them knowledge of business letters		
<b>Course Outcomes (OC):</b> ( List the course outcomes)		
OC1: Learners would develop their etiquettes making them job ready		
OC2: Learners would be able to develop their public relations skills and get hands on training in writing business letters		
<b>Description the course:</b> <b>(Including but not limited to)</b>		
The course introduces learners to basic etiquettes one needs to have, learn about various barriers to communication and ways to overcome it. It will also give an overview of RTI and Consumer rights. Drafting of letters will assist the learners to upgrade their business writing skills further helping them to enhance their professional writing skills.		

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

Unit No.	Content	Hours
I	<p><b>Business etiquettes and Group Communication</b></p> <p><b><i>Business etiquettes</i></b> Meaning, Types – Business Meal , Telephone, Handshake, Cubical</p> <p><b><i>Public Relations:</i></b> Meaning, importance, scope of public relations – internal and external</p> <p><b><i>Conference:</i></b> Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing</p>	15

	Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR	
II	<p><b>Barriers to communication and Business Correspondence</b></p> <p><i>Channels of Communication</i> Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p><i>Obstacles to Communication</i> Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p><i>Trade Letters:</i> Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act</p>	15
	Total Hours	30

References:

- Professional Communication - Aruna Koneru -Tata McGraw Hill - 2008 2
- The Ethics of Information - Luciano Floridi - Oxford University Press -2013
- Business Communication - A. C.“Buddy” Krizan, Patricia Merrier, Joyce Logan, Karen Williams -Thomson -2008
- Manan Prakashan

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

<b>Programme Name: B.Com(management studies)</b>	<b>Semester: II</b>
Course Category/Vertical: Value Education course	
Name of the Dept: Bachelor of Management Studies	
Course Title: Business Ethics	
Course Code: BMT208	Course Level:4.5
Type: Theory	
Course Credit: 2 credits	
Hours Allotted: 30 Hours	
Marks Allotted: 50 Marks	
<b>Course Objectives(CO):</b> (List the course objectives) CO.1 To familiarize the learners with the concept and relevance of Business Ethics in the modern era. CO.2 To make the learners understand the relevance and importance of Ethics in Business World.	
<b>Course Outcomes (OC):</b> ( List the course outcomes) OC 1. Learners would get acquainted with relevance of Business Ethics in modern world. OC 2. Learners would understand the importance of implementation of Business Ethics in the business world.	
<b>Description the course:</b> <b>(Including but not limited to)</b> The course introduces the learners to the concept of Business Ethics and its need and importance in the business world. The students would also gain insights about the various approaches of ethics. The learners would also get knowledge about Gandhian Approach in Management and Trusteeship, new values in Indian Industries and ethics in various business functions.	

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

Unit No.	Content	Hours
I	<b>Introduction to Business Ethics</b> <ul style="list-style-type: none"> <li>• Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos.</li> <li>• Sources of Ethics, Concept of Corporate Ethics, code of Ethics-Guidelines for developing code of ethics, Ethics Management Programme, Ethics Committee.</li> <li>• Various approaches to Business Ethics - Theories of Ethics-Friedman's Economic theory, Kant's Deontological theory, Mill &amp; Bentham's Utilitarianism theory.</li> </ul>	15

II	<b>Indian Ethical Practices</b> <ul style="list-style-type: none"> <li>• Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi's Doctrine of Satya and Ahimsa.</li> <li>• Emergence of new values in Indian Industries after economic reforms of 1991.</li> <li>• Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents.</li> </ul>	15
----	---	----

References:

6. S.K.Bhatia, Business Ethics and Corporate Governance
7. William Shaw, Business Ethics, Wordsworth Publishing Company, International Thomson Publishing Company.
8. Corporate Crimes and Financial Frauds, Dr. Sumit Sharma, New Delhi India
9. R.C. Sekhar, Ethical choices in Business, Sage Publications, New Delhi
10. Business Ethics, Andrew Crane and Dirk Matten, Oxford University Press.
11. Business Ethics, Text and Cases, C.S.V. Murthy, Himalaya Publication House.

## **Scheme of Examination**

Scheme of Examination

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

### BoS Members of Department B.Com(management Studies)

<b>Sr. No.</b>	<b>Name of BOS Member</b>	<b>Designation</b>	<b>Signature</b>
1	Ms. Darshana Bande	In charge of Department of B.com(management Studies)	
2	Mr. Nitin Pagi	Expert nominated by Vice Chancellor	
3	Dr. Prashant V Patil	subject experts from outside the parent university nominated by the Academic Council	
4	Ms. Sushma Ahire	Subject experts from outside the parent university nominated by the Academic Council	
5	Mr. Visakh Dayanandan	Representative from the industry/corporate sector/allied areas nominated by Principal	
6	Mr. Suyash Shirke	Representative from the industry/corporate sector/allied areas nominated by Principal	
7	Dr. Yogeshwari Patil	SFC Coordinator	
8	Ms. Maithilee Kende	Member	
9	Ms. Aditi Mone	Member	
10	Ms. Bhavika Khadpkar	Member	
11	Ms. Shilpa Shelar	Member	
12	Ms. Namrata Sawant	Member	
13	Ms. Darshana Sawant	Member	
14	Ms. Nayana Lagade	Member	
15	Ms. Ashwini Sawant	Member	

