

Revised Syllabus For the Session 2020-21

BUSINESS STUDIES & MANAGEMENT (BSM)

FIRST YEAR

2nd Elective (Compulsory)

Paper -1

Course Inputs

Unit-I Nature, Purpose and Forms of Business Organization

Nature and Purpose of Business

Meaning, Characteristics, objectives, Requisites of successful business, Classification of Business activities - Industry, Commerce, Trade and Aids to trade and Business Risk Concept

Forms of Business Organizations

Sole Proprietorship: Concept, Importance and Limitations, Partnership: Concept. Types, Importance and Limitations of partnership, Registration of a Partnership Firm, Concept of Partnership Deed and its contents

Unit-II Company, Co-operative Society, Public, Private and Global Enterprises

Company (As per Companies Act, 2013) - Concept, Merits and Limitations; Types, private and Public concept, Distinction between a Public and Private Company, Formation of Company - Stages, Important Documents (Memorandum of Association, Articles of Association, Certificate of Incorporation and Commencement).

Co-operative Society: Meaning, Characteristics, Advantages, and Disadvantages

Unit - III Internal Trade

Wholesalers- Meaning, Characteristics, Functions & Types

Retailer-meaning, Characteristics and Functions, Types of Retailers, Itinerant retailer, small Independent Retailers, Large Scale Retail Organizations- Departmental Stores, Multiple Shop, Mail Order Business, Super Market, Network Marketing, E- marketing, Service of Retailers to Wholesaler and Consumers, Distinction Between Wholesaler and Retailer.

Unit - Deleted

BUSINESS STUDIES & MANAGEMENT (BSM)

SECOND YEAR

2nd Elective (Compulsory)

Paper - II

Course Inputs :

Unit-I Nature, Significance & Functions of Management :

Management - Meaning, Features, Objectives & Importance, Management as a Science, Art & profession :Levels of Management, Management Functions- Meaning, Features & Importance of planning, Organizing,Staffing, Directing and Controlling.

Unit - II Principles of Management and Business Environment :

Principles of Management - Concept and Significance of Management, Fayol's Principles of Management, Taylor's Scientific Management - Principles & Techniques.

Business Environment - Meaning, Importance and Dimensions, Concept and Features of Liberalization,privatization and Globalization in India.

Unit - III Financial Markets and Marketing Management :

Marketing Management :

Marketing Management, Marketing Concept and Objectives, Distinction between Marketing and Selling,Marketing Functions, Marketing Mix - Concept and Elements, product- product Mix, branding, labeling and packaging, price : Concept & factors determining price, physical Distribution: Concept, components,Channels of Distribution: Types and promotion: Concept & Elements - Advertising: Meaning Role &Limitations, Personal Selling : Concept & qualities of a good salesman, Sales promotion: Concept & Techniques & Public Relation: Concept and Role

Unit - IV Deleted

Unit - V Project work and Viva

Suggested outlines of Project Work

Students may develop a Case Study or Project Work on the following lines :

1 Changes made over the last few years on mode of packaging and its impact on economy; For Example, Milk being supplied in glass bottles, later in plastic bags, now in tetra pack, Selling products at the Wholesale and Retail Outlet to Shopping Mall & On line Shopping etc.

1 Effect of change in environment on the types of goods and service; For Example, Washing Machine, Micro Waves, Mixers and Grinders.

1 Application of Principles of Management advocated by Fayol and Scientific Management Techniques developed by F.W.Taylor with various case studies i.e. on Departmental Store, Industrial Unit, and a fast food outlet etc.

1 Develop a brief report on history of stock exchange in India, Prepare a list of at least 25 companies listed on a Stock Exchange

1 Project Report on various types of products, services identified with their process, Brand name and the

product, range of the product, identification mark or logo, Tagline, Labeling and packaging, price of the

product and basis of price fixation, Selected channels of distribution and reasons there of decisions
related to transportation and warehousing with reasons, promotional techniques used and starting
reasons for deciding the particular technique etc.