

*Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester I
with Effect from the Academic Year 2016-2017*

Skill Enhancement Courses (SEC)

5. Foundation Course -I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
	Total	45

Sr. No.	Modules / Units
1	Overview of Indian Society
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	Concept of Disparity- 1
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	Concept of Disparity-2
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	The Indian Constitution
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	Significant Aspects of Political Processes
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics

*Revised Syllabus of Courses of B.Com. Programme at Semester IV
with Effect from the Academic Year 2017-2018*

*2 Ability Enhancement Courses (AEC) 2B *
Skill Enhancement Courses (SEC) Group B*

6. Foundation Course- Contemporary Issues- IV

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Significant, Contemporary Rights of Citizens	12
2	Approaches to understanding Ecology	11
3	Science and Technology –II	11
4	Introduction to Competitive Exams	11
	Total	45

Sr. No.	Modules / Units
1	Significant, Contemporary Rights of Citizens
	<p>A. Rights of Consumers-Violations of consumer rights and important provisions of the Consumer Protection Act, 2016; Other important laws to protect consumers; Consumer courts and consumer movements. (3 Lectures)</p> <p>B. Right to Information- Genesis and relation with transparency and accountability; important provisions of the Right to Information Act, 2005; some success stories. (3 Lectures)</p> <p>C. Protection of Citizens'/Public Interest-Public Interest Litigation, need and procedure to file a PIL; some landmark cases. (3 Lectures)</p> <p>D. Citizens' Charters, Public Service Guarantee Acts. (3 Lectures)</p>
2	Approaches to understanding Ecology
	<p>A. Understanding approaches to ecology- Anthropocentrism, Biocentrism and Ecocentrism, Ecofeminism and Deep Ecology. (3 Lectures)</p> <p>B. Environmental Principles-1: the sustainability principle; the polluter pays principle; the precautionary principle. (4 Lectures)</p> <p>C. Environmental Principles-2: the equity principle; human rights principles; the participation principle. (4 Lectures)</p>
3	Science and Technology –II
	<p>Part A:Some Significant Modern Technologies, Features and Applications (7 Lectures)</p> <p>i. Laser Technology- Light Amplification by Stimulated Emission of Radiation; use of laser in remote sensing, GIS/GPS mapping, medical use.</p> <p>ii. Satellite Technology- various uses in satellite navigation systems, GPS, and imprecise climate and weather analyses.</p> <p>iii. Information and Communication Technology- convergence of various technologies like satellite, computer and digital in the information revolution of today's society.</p> <p>iv. Biotechnology and Genetic engineering- applied biology and uses in medicine, pharmaceuticals and agriculture; genetically modified plant, animal and human life.</p> <p>v. Nanotechnology- definition: the study, control and application of phenomena and materials at length scales below 100 nm; uses in medicine, military intelligence and consumer products.</p> <p>Part B:Issues of Control, Access and Misuse of Technology. (4 Lectures)</p>

Sr. No.	Modules / Units
4	Introduction to Competitive Exams
	<p>Part A. Basic information on Competitive Examinations- the pattern, eligibility criteria and local centres:</p> <p>i. Examinations conducted for entry into professional courses - Graduate Record Examinations (GRE), Graduate Management Admission Test (GMAT), Common Admission Test (CAT) and Scholastic Aptitude Test (SAT). ii. Examinations conducted for entry into jobs by Union Public Service Commission, Staff Selection Commission (SSC), State Public Service Commissions, Banking and Insurance sectors, and the National and State Eligibility Tests (NET / SET) for entry into teaching profession.</p> <p>Part B. Soft skills required for competitive examinations- (7 Lectures)</p> <p>i. Information on areas tested: Quantitative Ability, Data Interpretation, Verbal Ability and Logical Reasoning, Creativity and Lateral Thinking ii.</p> <p>Motivation: Concept, Theories and Types of Motivation</p> <p>iii. Goal-Setting: Types of Goals, SMART Goals, Stephen Covey's concept of human endowment</p> <p>iv. Time Management: Effective Strategies for Time Management</p> <p>v. Writing Skills: Paragraph Writing, Report Writing, Filing an application under the RTI Act, Consumer Grievance Letter.</p>

**Revised Syllabus of Courses of B.Com. Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)- 1B Discipline Related
Elective (DRE) Courses**

**3. Commerce – IV (Management: Production &
Finance)**

Course Objectives: -

1. To acquaint the learners with the basic concepts of Production Management, Inventory Management & Quality Management.
2. To provide basic knowledge about Indian Financial Systems.
3. To update the learners with the recent trends in Finance.

Sr. No.	Modules	No. of Lectures
1	Production & Inventory Management	11
2	Quality Management	10
3	Indian Financial System	12
4	Recent Trends In Finance	12
	Total	45

Sr. No.	Modules
1	Production & Inventory Management
	<ul style="list-style-type: none"> • Production Management: Objectives, Scope Production Planning & Control : Steps, Importance • Production Systems: Concept, Types - Continuous and Intermittent. Productivity: Concept, Factors Influencing Productivity, Measures for improving Productivity. • Inventory Management- Objectives, Inventory Control- Techniques. Scientific Inventory Control System - Importance
2	Quality Management
	<ul style="list-style-type: none"> • Introduction to Quality: Dimensions of Quality, Cost of Quality: Types – Internal Failure Cost, External Failure Cost, Appraisal Cost, Prevention Cost, Quality Circle: Features. • Quality Management Tools: TQM – Importance, Six Sigma – Process, ISO 9000 – Certification Procedure, Kaizen – Process • Service Quality Management: Importance, SERVQUAL Model, Measures to improve service quality.
3	Indian Financial System
	<ul style="list-style-type: none"> • Indian Financial Market: Structure, Primary Market – IPO Procedure Dematerialisation: Process, Role of Depositories : NSDL and CDSL • SEBI: Functions of SEBI, Investors protection measures of SEBI. Stock Exchange – Functions, Speculators. • Credit Rating: Advantages, Credit Rating Agencies in India - CRISIL, CARE, and ICRA.
4	Recent Trends In Finance
	<ul style="list-style-type: none"> • Mutual Funds- Advantages and Limitations, Types, Factors responsible for growth of mutual funds – Systematic Investment Plan. • Commodity Market: Categories, Derivatives Market: Types, Participants, Types of Derivative Instruments. • Start-up Ventures –Concept, Sources of Funding, Micro Finance – Importance, Role of Self Help Groups.

B. Sc. (Information Technology)		Semester – V	
Course Name: Software Project Management		Course Code: USIT501	
Periods per week (1 Period is 50 minutes)		5	
Credits		2	
		Hours	Marks
Evaluation System	Theory Examination	2½	75
	Internal	--	25

Unit	Details	Lectures
I	<p>Introduction to Software Project Management: Introduction, Why is Software Project Management Important? What is a Project? Software Projects versus Other Types of Project, Contract Management and Technical Project Management, Activities Covered by Software Project Management, Plans, Methods and Methodologies, Some Ways of Categorizing Software Projects, Project Charter, Stakeholders, Setting Objectives, The Business Case, Project Success and Failure, What is Management? Management Control, Project Management Life Cycle, Traditional versus Modern Project Management Practices.</p> <p>Project Evaluation and Programme Management: Introduction, Business Case, Project Portfolio Management, Evaluation of Individual Projects, Cost–benefit Evaluation Techniques, Risk Evaluation, Programme Management, Managing the Allocation of Resources within Programmes, Strategic Programme Management, Creating a Programme, Aids to Programme Management, Some Reservations about Programme Management, Benefits Management.</p> <p>An Overview of Project Planning : Introduction to Step Wise Project Planning, Step 0: Select Project, Step 1: Identify Project Scope and Objectives, Step 2: Identify Project Infrastructure, Step 3: Analyse Project Characteristics, Step 4: Identify Project Products and Activities, Step 5: Estimate Effort for Each Activity, Step 6: Identify Activity Risks, Step 7: Allocate Resources, Step 8: Review/Publicize Plan, Steps 9 and 10: Execute Plan/Lower Levels of Planning</p>	12
II	<p>Selection of an Appropriate Project Approach: Introduction, Build or Buy? Choosing Methodologies and Technologies, Software Processes and Process Models, Choice of Process Models, Structure versus Speed of Delivery, The Waterfall Model, The Spiral Model, Software Prototyping, Other Ways of Categorizing Prototypes, Incremental Delivery, Atern/Dynamic Systems Development Method, Rapid Application Development, Agile Methods, Extreme Programming (XP), Scrum, Lean Software Development, Managing Iterative Processes, Selecting the Most Appropriate Process Model.</p> <p>Software Effort Estimation: Introduction, Where are the Estimates Done? Problems with Over- and Under-Estimates, The Basis for Software Estimating, Software Effort Estimation Techniques, Bottom-up Estimating, The Top-down Approach and Parametric Models, Expert Judgement, Estimating by Analogy, Albrecht Function Point</p>	12

	Analysis, Function Points Mark II, COSMIC Full Function Points, COCOMO II: A Parametric Productivity Model, Cost Estimation, Staffing Pattern, Effect of Schedule Compression, Capers Jones Estimating Rules of Thumb.	
III	<p>Activity Planning: Introduction, Objectives of Activity Planning, When to Plan, Project Schedules, Projects and Activities, Sequencing and Scheduling Activities, Network Planning Models, Formulating a Network Model, Adding the Time Dimension, The Forward Pass, Backward Pass, Identifying the Critical Path, Activity Float, Shortening the Project Duration, Identifying Critical Activities, Activity-on-Arrow Networks.</p> <p>Risk Management: Introduction, Risk, Categories of Risk, Risk Management Approaches, A Framework for Dealing with Risk, Risk Identification, Risk Assessment, Risk Planning, Risk Management, Evaluating Risks to the Schedule, Boehm’s Top 10 Risks and Counter Measures, Applying the PERT Technique, Monte Carlo Simulation, Critical Chain Concepts.</p> <p>Resource Allocation: Introduction, Nature of Resources, Identifying Resource Requirements, Scheduling Resources, Creating Critical Paths, Counting the Cost, Being Specific, Publishing the Resource Schedule, Cost Schedules, Scheduling Sequence.</p>	12
IV	<p>Monitoring and Control: Introduction, Creating the Framework, Collecting the Data, Review, Visualizing Progress, Cost Monitoring, Earned Value Analysis, Prioritizing Monitoring, Getting the Project Back to Target, Change Control, Software Configuration Management (SCM).</p> <p>Managing Contracts: Introduction, Types of Contract, Stages in Contract Placement, Typical Terms of a Contract, Contract Management, Acceptance.</p> <p>Managing People in Software Environments: Introduction, Understanding Behaviour, Organizational Behaviour: A Background, Selecting the Right Person for the Job, Instruction in the Best Methods, Motivation, The Oldham–Hackman Job Characteristics Model, Stress, Stress Management, Health and Safety, Some Ethical and Professional Concerns.</p>	12
V	<p>Working in Teams: Introduction, Becoming a Team, Decision Making, Organization and Team Structures, Coordination Dependencies, Dispersed and Virtual Teams, Communication Genres, Communication Plans, Leadership.</p> <p>Software Quality : Introduction, The Place of Software Quality in Project Planning, Importance of Software Quality, Defining Software Quality, Software Quality Models, ISO 9126, Product and Process Metrics, Product versus Process Quality Management, Quality Management Systems, Process Capability Models, Techniques to Help Enhance Software Quality, Testing, Software Reliability, Quality Plans.</p>	12

	Project Closeout: Introduction, Reasons for Project Closure, Project Closure Process, Performing a Financial Closure, Project Closeout Report.	
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Books and References:					
Sr. No.	Title	Author/s	Publisher	Edition	Year
1.	Software Project Management	Bob Hughes, Mike Cotterell, Rajib Mall	TMH	6 th	2018
2.	Project Management and Tools & Technologies – An overview	Shailesh Mehta	SPD	1st	2017
3.	Software Project Management	Walker Royce	Pearson		2005

	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMID-204	INTRODUCTION TO ADVERTISING

Learning Outcome:

Lectures: 48

1. To provide the students with basic understanding of advertising, growth, importance and types.
2. To understand an effective advertisement campaigns, tools, models etc.
3. To comprehend the role of advertising , various departments, careers and creativity
4. To provide students with various advertising trends, and future.

Syllabus			
Module	Topics	Details	Lectures
1	Introduction to Advertising		18
	1. Introduction to advertising	Evolution , importance, Features , benefits , limitation , effects and 5M's of advertising	02
	2. Types of advertising	Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy	02
	3. Ethics and Laws in Advertising	Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial , Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations	04
	4. Social, Cultural and Economic impact of Advertising	Women and advertising, Children and advertising, Senior citizen and advertising , Pop Culture and advertising	04
	5. Theories	Stimulus theory, AIDA, Hierarchy ,Means-End Theory	06
2	Integrated marketing communication and tools		10
	1. Integrated marketing communication	Emergence, Role, Tools, Communication process, The IMC Planning Process	02
	2. Print Media and Out-of Home Media	Basic concepts, Types of Newspapers advertising , advantages and disadvantage of News paper advertising ,Magazines, Factors to consider for magazine advertising, Out-of-home Advertising, On- premise advertising , Transit advertising , Posters , Directory advertising	02
	3. Broadcast Media	Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and	02

Sr. No.	Project Assignment	Reason/Justification
01	Animated Logos and Kinematic Typography	Creating Indents for Television, Movies or Online Videos. This project creates understanding of animation and how kinematics works with the elements. Allows deeper understanding of communication with simple objects. (Logos and Text)

302

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	CORPORATE COMMUNICATION and PUBLIC RELATIONS
Paper	02 (DSC-C1) CORE V
Course Code	BAMMC CCPR-302
Total Marks	100 (75 : 25)
Number of Lectures	48
Course Outcome:	
<ol style="list-style-type: none"> To provide the students with basic understanding of the concepts of corporate communication and public relations. To introduce the various elements of corporate communication and consider their roles in managing media organizations. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools. 	

COUESE CODE	COURSE NAME	
BAMMC CCPR-302	CORPORATE COMMUNICATION and PUBLIC RELATIONS	
Syllabus		
Module	Details	Lectures
1	Foundation of Corporate Communication	14
	1. Introduction to Corporate Communication	02
	2. Keys concept in Corporate Communication	06
	3. Ethics and Law in Corporate Communication	06

Revised Syllabus of Courses of B.Com. (Banking & Insurance)

Programme at Semester I

with Effect from the Academic Year 2016-2017

Skill Enhancement Courses (SEC)

5. Foundation Course - I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
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2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
	Total	45

Sr. No.	Modules / Units
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	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	Concept of Disparity- 1
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	Concept of Disparity-2
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	The Indian Constitution
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	Significant Aspects of Political Processes
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics

*Revised Syllabus of Courses of B.Com. Programme at Semester VI
with effect from the Academic Year 2018-2019*

Elective Courses (EC)

1 B. Discipline Related Elective (DRE) Courses

**3. Commerce-VI Human Resource
Management**

Modules at a Glance

Sr. No.	Modules	No. of Lectures
01	Human Resource Management	12
02	Human Resource Development	11
03	Human Relations	11
04	Trends In Human Resource Management	11
Total		45

Sr. No.	Modules / Units
1	Human Resource Management
	<ul style="list-style-type: none"> • Human Resource Management – Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management • Human Resource Planning- Concept Steps in Human Resource Planning Job Analysis-Concept, Components, Job design- Concept, Techniques • Recruitment- Concept, Sources of Recruitment Selection - Concept , process , Techniques of E,selection,
2	Human Resource Development
	<ul style="list-style-type: none"> • Human Resource Development- Concept, functions Training- Concept, Process of identifying training and development needs, Methods of Training & Development (Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In, basket, management games) Evaluating training effectiveness- Concept, Methods • Performance Appraisal- Concept, Benefits, Limitations, Methods Potential Appraisal-Concept, Importance • Career Planning- Concept, Importance Succession Planning- Concept, Need Mentoring- Concept, Importance Counseling- Concept, Techniques.
3	Human Relations
	<ul style="list-style-type: none"> • Human Relations- Concept, Significance Leadership –Concept, Transactional & Transformational Leadership Motivation- Concept, Theories of Motivation,(Maslow’s Need Hierarchy Theory, Vroom’s Expectancy Theory, McGregor’s Theory X and Theory Y, Pink’s Theory of Motivation) • Employees Morale- Concept, Factors affecting Morale, Measurement of Employees Morale Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ & SQ • Employee Grievance- Causes, Procedure for Grievance redressal Employee welfare measures and Healthy & Safety Measures.
4	Trends In Human Resource Management

- HR in changing environment:
Competencies- concept, classification
Learning organizations- Concept, Creating an innovative organization,
Innovation culture- Concept, Need, Managerial role.
- Trends in Human Resource Management,:
Employee Engagement- Concept, Types
Human resource Information System (HRIS) – Concept, Importance, Changing
patterns of employment.
- Challenges in Human Resource Management: Employee Empowerment,
Workforce Diversity, Attrition, Downsizing, Employee Absenteeism, Work life
Balance, Sexual Harassment at work place, Domestic and International HR
Practices, Millennial (Gen Y) Competency Mapping

*Revised Syllabus of Courses of B.Com. (Banking & Insurance)
Programme at Semester IV
with Effect from the Academic Year 2017-2018*

1. Elective Courses (EC)

Entrepreneurship Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	The Entrepreneur	15
2	Business Planning	15
3	Key Areas of New Ventures	15
4	Evolving Concepts in Entrepreneurship	15
Total		60

Sr. No.	Modules / Units
1	The Entrepreneur
	<p>A) Entrepreneur: Meaning, Nature, origin and development of entrepreneurship in India, Need and Importance, Core elements, Principles, Essentials, Types, Functions, Concept of entrepreneurship management, Motives behind being an entrepreneur, Entrepreneurial Process</p> <p>B) Theories of Entrepreneurship: Innovation Theory of Schumpeter, Need for Achievement Theory of McClelland, Risk Bearing Theory of knight, Hagen's Theory of Entrepreneurship, Economic Theory of Entrepreneurship.</p> <p>C) Entrepreneurial Values and Attitudes, Dominant characteristics of successful entrepreneurs, Internal and external factors for entrepreneurial motivation</p> <p>D) Entrepreneurial Skills, Identifying business opportunities, Role of creativity in Entrepreneurship, the creative process, the Innovation process, types of innovation, sources of innovation, principles of innovation, Sources of Business Ideas.</p>
2	Business Planning
	<p>A) Forms of Entrepreneurial structures:</p> <ul style="list-style-type: none"> • Sole Proprietorship-meaning, merits and limitations. • Partnership-Meaning, Forms, merits and limitations. • Corporations-Meaning, merits and limitations. • Limited Liability partnerships and corporations. • Franchising-Meaning, types, merits and limitations. <p>B) Critical Factors for starting a new enterprise: Personal, Environmental, Sociological factors. Problems of a New Venture- Financial, administrative, marketing, production and other problems.</p> <p>C) Business Plan: Meaning, Benefits, Developing a business plan, Environment scanning, Elements/Areas to be covered in a Business Plan, Project Report preparation, Contents of a Project Report.</p>
3	Key Areas of New Ventures
	<p>A) Marketing: New Product Development, Marketing Strategy for the new venture, Branding strategies, Distribution strategies, Pricing Strategies, Promotion strategies for new venture, Concept of Marketing Mix and Market segmentation, Marketing Plan</p> <p>B) Operations: Size and location of Enterprise, Layout, Inventory Control, Quality Control.</p>

C) Finance: Sources of long term and short term finance, Debt fund-Meaning, Merits and limitations, Equity Fund- Meaning, merits and limitations, Concept of Break Even analysis, Venture Capital-Meaning, Merits and Limitations, Criteria for Evaluating New Venture Proposals by Venture Capitalist

D) Human Resource: Personnel Function, Important Labor Laws: Industrial Disputes Act, Factories Act, Provident Fund Act, Employee State Insurance Act, Payment of Wages Act, Minimum Wages Act, Payment of Gratuity Act, other related Acts and Role of HRD in new ventures.

4

Evolving Concepts in Entrepreneurship

A) Social Entrepreneurship: Meaning, Social responsibility of an entrepreneur

B) Barriers to entrepreneurship: Environmental, economic, non-economic, personal and entrepreneurial barriers.

C) Intrapreneurship: Meaning, Characteristics, Intrapreneurs Activities, types of Corporate Entrepreneurs, Corporate V/s Intrapreneurial culture, Climate, Fostering Intrapreneurial culture, Promoting intrapreneurship- Pinchot's Spontaneous teams and Formal Venture teams, establishing intrapreneurial ventures.

D) Ethics and Entrepreneurship: Defining Ethics, Approaches to Managerial ethics, ethics and business decisions, Ethical practices and code of conduct, Ethical considerations in corporate entrepreneurship.

E) Institutional Support to Entrepreneurs: Importance, Incentives and facilities, Entrepreneurship Development Institute of India (EDI), NSIC, Small Industries Development Organization (SIDO), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Others, Key features of National Policy on Skill Development and Entrepreneurship 2015.

*Revised Syllabus of Courses of B.Com. Programme at Semester IV
with Effect from the Academic Year 2017-2018*

Core Courses (CC)

7. Business Law II

Sr. No.	Modules	No. of Lectures
1	Indian Companies Act – 2013 Par T –I	12
2	Indian Companies Act – 2013, Par T –II	12
3	Indian Partnership Act – 1932	12
4	Consumer Protection Act, 1986 & Competition Act 2002	12
5	Intellectual Property Rights	12
Total		60

Sr. No.	Modules
1	Indian Companies Act – 2013 Par T –I
	<ul style="list-style-type: none"> • Company –Concept, Features, Role of Promoters (S. 2(69) S. 92), Duties and liabilities of the Promoter Effects of Pre-Incorporation contracts, Consequences of non-registration, and Lifting of Corporate Veil. • Classification of Companies Distinction between Private Company and Public Company, Advantages and disadvantages of Private company and Public Company. –Common Procedure for Incorporation of Company, • Memorandum of Association (MOA) & Article of Association(AOA) – Concept , Clauses of MOA, AOA- Contents, Doctrine of constructive notice, Doctrine of Ultra Vires, Doctrine of Indoor Management. • Prospectus – Concept, Kinds, Contents, Private Placement
2	Indian Companies Act – 2013, Par T –II
	<ul style="list-style-type: none"> • Member of a Company –Concept, Who can become a member, Modes of acquiring membership, Cessation of membership, Right & Liabilities of Members. • Director – Qualifications& Disqualification, Classification, Director Identification Number (DIN), Legal Position of Directors. • Meetings – Types, Legal Provisions of Statutory Meeting, Annual General Meeting, Extra-Ordinary Meeting, Board Meeting.
3	Indian Partnership Act – 1932
	<ul style="list-style-type: none"> • Partnership – Concept, Essentials, True Test of Partnership, Partnership Deed, Types of Partnership, Rights and Duties of Partners, Distinguish between Partnership & Hindu Undivided Family (HUF). • Dissolution – Concept, Modes of Dissolution, Consequences of Dissolution. • Limited Liability Partnership (LLP) 2008 – Concept, Characteristics, Advantages & Disadvantages, Procedure for Incorporation. • Extent of L.L.P.- Conversion of LLP, Mutual rights & duties of partners, Winding up of LLP, Distinction between LLP and Partnership.
4	Consumer Protection Act, 1986 & Competition Act 2002

	<ul style="list-style-type: none"> • Consumer Protection Act – Concept , Objects, Reasons for enacting the Consumer Protection Act, Definition of Consumer, Consumer Dispute, Complaint, Complainant, Defect, Deficiency, Consumer Dispute, Unfair Trade Practices, Goods and Services. • Consumer Protection Councils & Redressal Agencies – District, State & National. • Competition Act 2002 – Concept, Salient Features, Objectives & Advantages. • Abuse of Dominant Position, Competition Commission of India, AntiCompetition Agreements,
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Sr. No.	Modules
5	INTELLECTUAL PROPERTY RIGHTS 12
	<ul style="list-style-type: none"> • Intellectual Property Right (IPR) – Concept, Nature, Introduction & background of IPR in India. • IPR relating to Patents – Concepts of Invention and discovery, Comparison (S2 (j)), Concept of Patents, General principles applicable to working of patented inventions, Term of Patent. Infringement of Patent Rights & Remedies. (Ss. 104-115) • IPR relating to Copyrights- Concept of Copyright (Ss. 14, 16, 54,) Concept of author and authorised acts, (S.2) Ownership of Copy right (S.17) Duration or term of Copy right. (S. 22-27), Original work and fair use, Rights of Copyright holder, Infringement of Copyrights & Remedies. (Ss. 51, 52) • IPR relating to Trademarks –Concept, Functions of Trade Mark, types, trademarks that cannot be registered, Registration of Trade Marks and rights of the proprietor of Trade Marks. Procedure for registration of Trade Marks., Infringement of Trademarks & Remedies.

*Revised Syllabus of Courses of B.Com. (Banking and Insurance)
Programme at Semester V
with effect from the Academic Year 2018-2019*

1. Elective Courses (EC)

**1. Financial Reporting and Analysis
(Corporate Banking & Insurance)**

Modules at a Glance

Sr. No.	Modules	No. of Lectures
01	Final Accounts of Banking Company	16
02	Final Accounts of Insurance Company	12
03	Preparation of Final Accounts of Companies	12
04	Cash Flow Analysis & Ethical Behavior and Implications for Accountants	12
05	Introduction to IFRS	08
	Total	60

Sr. No.	Modules / Units
1	Final Accounts of Banking Company
	Legal Provisions in Banking Regulation Act, 1949 relating to Accounts. Statutory Reserves including Cash Reserve and Statutory Liquidity Ratio. Bills Purchase and Discounted, Rebate on Bill Discounted. Final Accounts in Prescribed Form. Non – performing Assets and Income from Non – performing Assets. Classification of Advances: Standard, Sub – standard, Doubtful and Provisioning Requirement.
2	Final Accounts of Insurance Company
	(a) Preparation and Presentation of Corporate Final Accounts for Insurance Companies. (b) Final Accounts in accordance with Insurance Legislation (c) Study of Accounting Policies from Annual Reports of Listed Insurance Companies
3	Preparation of Final Accounts of Companies
	Relevant Provisions of Companies Act related to Preparation of Final Account (excluding cash flow statement) Preparation of Financial Statements as per Companies Act. (excluding cash flow statement) AS 1 in Relation to Final Accounts of Companies (Disclosure of Accounting Policies) Adjustment for – <ol style="list-style-type: none"> 1. Closing Stock 2. Depreciation 3. Outstanding expenses and income 4. Prepaid expenses and Pre received income 5. Proposed Dividend and Unclaimed Dividend 6. Provision for Tax and Advance Tax 7. Bill of exchange (Endorsement, Honour, Dishonour) 8. Capital Expenditure included in Revenue expenditure and vice versa eg- purchase of furniture included in purchases 9. Unrecorded Sales and Purchases 10. Good sold on sale or return-basis 11. Managerial remuneration on Net Profit before tax 12. Transfer to Reserves 13. Bad debt and Provision for bad debts 14. Calls in Arrears 15. Loss by fire (Partly and fully insured goods) 16. Goods distributed as free samples. Any other adjustments as per the prevailing accounting standard.

Sr. No.	Modules / Units
4	Cash Flow Analysis & Ethical Behaviour and Implications for Accountants
	<p>Cash Flow Analysis as per AS 3 (Indirect Method Only)</p> <p>Ethical Behaviour and Implications for Accountants</p> <p>Introduction, Meaning of Ethical Behaviour</p> <p>Financial Reports – Link between Law, Corporate Governance, Corporate Social Responsibility and Ethics.</p> <p>Importance and Relevance of Ethical Behavior in Accounting Profession.</p> <p>Implications of Ethical Values for the Principles Versus Rule Based Approaches to Accounting Standards</p> <p>The Principal Based Approach and Ethics</p> <p>The Accounting Standard Setting Process and Ethics</p> <p>The IFAC Code of Ethics for Professional Accountants</p> <p>Contents of Research Report in Ethical Practices</p> <p>Implications of Unethical Behavior on Financial Reports</p> <p>Company Codes of Ethics</p> <p>The increasing role of Whistle – Blowing</p> <p>Need to learn ethics.</p>
5	Introduction to IFRS
	<p>IFRS 1- First Time Adoption of International Financial Reporting Standards Objective, Scope, Definitions, First IFRS Financial Statements, Recognition and Measurement, Comparative Information, Explanation of Transition to IFRS, Reconciliations, Interim Financial Reports, Designation of Financial Assets or Financial Liabilities, Use of Fair Value as Deemed Cost, Use of Deemed Cost, Exceptions to Retrospective Application of other IFRS, Exemptions for Business Combination, Exemptions from other IFRS and Presentation and Disclosure.</p> <p>IFRS 2- Share Based Payment – Objective, Scope, Definitions, Recognition, Equity Settled Share Based Payment Transactions, Transactions in Which Services are Received, Treatment of Vesting Conditions, Expected Vesting Period, Determining the Fair Value of Equity Instruments granted, Modifications of terms and conditions, Cancellation, Cash Settled Share Based Payment Transactions, Share Based Payment Transactions in Which The Terms of The Arrangement Provide The Counterparty With A Choice of Settlement, Share Based Payment Transactions in which the Terms of the Arrangement Provide the Entity with a Choice of Settlement, Share Based Payment Transactions Among Group Entities (2009 Amendments) Disclosure.</p>

*Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018*

*2 Ability Enhancement Courses (AEC) 2B *
Skill Enhancement Courses (SEC) Group B*

7. Business Law - I

Course Objective:

- To provide a conceptual study about the framework of Indian Business Laws.
- To orient students about the legal aspects of business
- To familiarize the students with case law studies related to Business Laws of Semester III and IV.

Sr. No.	Modules	No. of Lectures
1	Indian Contract Act – 1872 Part -I	12
2	Indian Contract Act – 1872 Part -II	12
3	Special Contracts	12
4	The Sale Of Goods Act - 1930	12
5	The Negotiable Instruments (Ammended) Act 2015	12
	Total	60

Sr. No.	Modules
1	Indian Contract Act – 1872 Part –I
	<ul style="list-style-type: none"> • Contract – Definition of Contract and Agreement, Essentials of Valid Contract, Classification of Contracts. • Offer and Acceptance – Rules of valid offer and acceptance, Counter offer, standing or open offer, distinguish between offer and invitation to offer. Concept of Communication and Revocation of offer and acceptance (sec. 3,5) • Capacity to Contract (S. 10-12) – Minor, Unsound Mind, Disqualified Persons. • Consideration (S. 2 & 25) – Concept and Importance of consideration, Legal rules of Consideration, Exceptions to the Rule, ‘No Consideration No Contract’ (Ss. 25) Unlawful Consideration (S 23)
2	Indian Contract Act – 1872 Part –II
	<ul style="list-style-type: none"> • Consent (Ss.13, 14-18, 39.53, 55, 66)-Agreements in which consent is not free - Coercion, Undue Influence, Misrepresentation Fraud, Mistake. • Void Agreements (S. 24-30) – Concept, Void Agreements under Indian Contract Act. • Contingent Contract (S. 31), Quasi Contract (S.68-72), Concept of E-Contract & Legal Issues in formation and discharge of E- Contract. Concept of Performance of Contract (S 37) • Modes of Discharge of Contract, Remedies on breach of Contract.(73-75)
3	Special Contracts
	<ul style="list-style-type: none"> • Law of Indemnity & Guarantee (Ss. 124-125, Ss. 126-129, 132-147) – Concept, Essentials elements of Indemnity and Guarantee, Contract of Indemnity vs. Guarantee, Modes of Discharge of Surety. • Law of Bailment (S. 148, 152-154, 162, 172, 178, 178A, 179) – Concept, Essentials of Bailment, Kinds of Bailment, Rights and Duties of Bailor and Bailee • Law of Pledge – Concept, Essentials of valid Pledge, Lien - concept, Difference between Pledge and Lien, Rights of Pawnor & Pawnee.(Ss.173, 174, 177) • Law of Agency (Ss. 182-185, 201-209) – Concept, Modes of creation of Agency, Modes of termination of Agency, Rights & Duties of Principal and Agent.

4	The Sale Of Goods Act - 1930
	<ul style="list-style-type: none"> • Contract of Sale (S.2) – Concept, Essentials elements of contract of sale, Distinction between Sale and Agreement to sell (S.4) Distinguish between Sale and Hire Purchase Agreement, Types of Goods. Effects of destruction of Goods (Ss. 6,7.8), • Conditions & Warranties (Ss. 11-25 & 62, 63) – Concept, Distinguish between Conditions and Warranties, Implied Conditions & Warranties, Concept of Doctrine of Caveat Emptor –Exceptions. • Property – Concept , Rules of transfer of property (Ss. 18-26) • Unpaid Seller (Ss. 45-54, 55 & 56)- Concept, Rights of an unpaid seller, Remedies for Breach of contract of Sale (Ss. 55-61),Auction sale – Concept, Legal Provisions. (S. 64)
5	The Negotiable Instruments (Ammended) Act 2015
	<ul style="list-style-type: none"> • Negotiable Instruments – Concept (S13), Characteristics, Classification of Negotiable Instruments (Ss. 11, 12, 17-20, 42, 43, 104,134,135) Maturity of Instruments. • Promissory Note and Bill of Exchange (Ss. 4,5, 108-116)- Concept, Essentials of Promissory Note, Bill of Exchange (Ss. 4,5), Essential features of promissory note and Bill of exchange, Kinds Promissory note and Bill of exchange, Cheque (S.6)– Concept, Types & Crossing of Cheque, Distinguish between Bill of Exchange & Cheque, Dishonour of Cheque – Concept & Penalties (Ss. 138, 139,142) • Miscellaneous Provisions (S. 8-10, 22, 99-102, 118-122, 134-137) –Parties to Negotiable instruments Holder, Holder in due course, Rights & Privileges of Holder in due course, Payment in due course, Noting & Protest (99-104A)

B. Sc (Information Technology)		Semester – I	
Course Name: Communication Skills		Course Code: USIT105	
Periods per week (1 Period is 50 minutes)		5	
Credits		2	
		Hours	Marks
Evaluation System	Theory Examination	2½	75
	Internal	--	25

Unit	Details	Lectures
I	<p>The Seven Cs of Effective Communication: Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness</p> <p>Understanding Business Communication: Nature and Scope of Communication, Non-verbal Communication, Cross-cultural communication, Technology-enabled Business Communication</p>	12
II	<p>Writing Business Messages and Documents: Business writing, Business Correspondence, Instructions Business Reports and Proposals, Career building and Resume writing.</p> <p>Developing Oral Communication Skills for Business: Effective Listening, Business Presentations and Public Speaking, Conversations, Interviews</p>	12
III	<p>Developing Oral Communication Skills for Business: Meetings and Conferences, Group Discussions and Team Presentations, Team Briefing,</p> <p>Understanding Specific Communication Needs: Communication across Functional Areas</p>	12
IV	<p>Understanding Specific Communication Needs: Corporate Communication, Persuasive Strategies in Business Communication, Ethics in Business Communication, Business Communication Aids</p>	12
V	<p>Presentation Process: Planning the presentations, executing the presentations, Impressing the audience by performing, Planning stage: Brainstorming, mind maps / concept maps, executing stage: chunking theory, creating outlines, Use of templates. Adding graphics to your presentation: Visual communication, Impress stage: use of font, colour, layout, Importance of practice and performance.</p>	12

Books and References:					
Sr. No.	Title	Author/s	Publisher	Edition	Year
1.	Business Communication	Edited by Meenakshi Raman and Prakash Singh	Oxford University Press	Second	
2.	Professional Communication	Aruna Koneru	Tata McGraw Hill		

3.	Strategies for improving your business communication	Prof. M. S. Rao	Shroff publishers and distributors		2016
4.	Business Communication	Dr. Rishipal and Dr. Jyoti Sheoran	SPD		2014
5.	Graphics for Learning: Proven Guidelines for Planning, Designing, and Evaluating Visuals in Training Materials	Ruth C. Clark, Chopeta Lyons,	Pfeiffer, Wiley		2011
6.	Basic Business Communication: Skills for Empowering the Internet Generation	Lesikar Raymond V and Marie E. Flatley.	Tata McGraw-Hill	10 th	2005
7.	Nonverbal Communication: Notes on the Visual Perception of Human Relations	Ruesh, Jurgen and Weldon Kees	University of California Press		1966
8.	Business Communication Today	Bovee, Courtland L.; Thill, John V.	Pearson Education Ltd.		2015
9.	Communication Skills	Dr. Nageshwar Rao Dr. Rajendra P. Das	Himalaya Publishing House		

*Revised Syllabus of Courses of B.Com. (Accounting and Finance)
Programme at Semester II
with Effect from the Academic Year 2016-2017*

Core Courses (CC)

**6. Business Law -
Business Regulatory Framework - I**

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Law of Contract 1872	15
2	Sale of Goods Act 1930	15
3	Negotiable Instrument Act 1881	15
4	Consumer Protection Act 1986	15
Total		60

Sr. No.	Modules / Units
1	Law of Contract 1872
	<ul style="list-style-type: none"> (a) Nature of Contract (b) Classification of Contracts (c) Offer and Acceptance (d) Capacity of Parties to Contract (e) Free Consents (f) Consideration (g) Legality of Object (h) Agreement Declared Void (i) Performance of Contract (j) Discharge of Contract (k) Remedies for Breach of Contract (l) Indemnity (m) Guarantee (n) Bailment and Pledge (o) Agency
2	Sale of Goods Act 1930
	<ul style="list-style-type: none"> (a) Formation of Contract of Sale (b) Goods and their Classifications (c) Price, Conditions and Warranties (d) Transfer of Properties in Goods (e) Performance of Contract of Sales (f) Unpaid Seller and his Rights (g) Sale by Auction (h) Hire Purchase Agreement
3	Negotiable Instrument Act 1881
	<ul style="list-style-type: none"> (a) Definition of Negotiable Instruments (b) Features of Negotiable Instruments (c) Promissory Note (d) Bill of Exchange and Cheque (e) Holder and Holder in due Course (f) Crossing of a Cheque (g) Types of Crossing (h) Dishonour and Discharge of Negotiable Instruments
4	Consumer Protection Act 1986
	<ul style="list-style-type: none"> (a) Salient Features (b) Definition of Consumers (c) Deficiency in Service (d) Defects in Goods

*Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018*

2 Ability Enhancement Courses (AEC) 2A *
Skill Enhancement Courses (SEC) Group A

5. Advertising - I

Course Objective:

1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
2. It aims to orient learners towards the practical aspects and techniques of advertising.
3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising

Sr. No.	Modules	No. of Lectures
1	Introduction to Advertising	12
2	Advertising Agency	11
3	Economic & Social Aspects of Advertising	11
4	Brand Building and Spécial Purpose Advertising	11
	Total	45

Sr. No.	Modules
1	Introduction to Advertising
	<ul style="list-style-type: none"> • Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC • Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers. • Classification of advertising: Geographic, Media, Target audience and Functions.
2	Advertising Agency
	<ul style="list-style-type: none"> • Ad Agency: Features, Structure and services offered, Types of advertising agencies , Agency selection criteria • Agency and Client: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation • Careers in advertising: Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modeling, Dubbing.
3	Economic & Social Aspects of Advertising
	<ul style="list-style-type: none"> • Economic Aspects: Effect of advertising on consumer demand, monopoly and competition, Price. • Social aspects: Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture. • Pro Bono/Social advertising: Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standard Council of India)
4	Brand Building and Special Purpose Advertising
	<ul style="list-style-type: none"> • Brand Building: The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises. • Special purpose advertising: Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising. • Trends in Advertising: Media, Ad spends, Ad Agencies, Execution of advertisements

*Revised Syllabus of Courses of B.Com. (Banking and Insurance)
Programme at Semester VI
with effect from the Academic Year 2018-2019*

1. Elective Courses (EC)

2. Auditing - II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
01	Audit of Limited Companies	15
02	Audit of Banking Companies	15
03	Audit of Insurance Companies	15
04	New Areas of Auditing	08
05	Professional Ethics and Misconduct	07
	Total	60

Sr. No.	Modules / Units
1	Audit of Limited Companies
	Qualifications, Disqualifications, Appointment, Removal, Remuneration of Auditors, Audit Ceiling, Status, Power, Duties and Liabilities of Auditors, Branch Audit, Joint Audit, Special Audit. Maintenance of Books of Account –Related Party Disclosures, Segment Reporting, Divisible Profit, Dividend and Depreciation (Companies Act, Standards on Accounting, Legal Decisions and Auditor’s Responsibility), Representations by Management, Contents of Annual Report. Definition, Distinction between Report and Certificate, Types of Reports/Opinion.
2	Audit of Banking Companies
	Introduction of Banking Companies, Form and Content of Financial Statements, Qualifications of Auditor, Appointment of Auditor, Remuneration of Auditor, Power of Auditor, Auditor’s Report, Format of Audit Report, Long Form Audit Report, Conducting an Audit, Initial Consideration by Statutory Audit, Internal Control System, Verifications of Assets and Balances.
3	Audit of Insurance Companies
	Audit of Companies carrying General Insurance Business, Audit of Companies carrying Life Insurance Business, Applicability of Accounting Standards (AS 3, 4,9,13,17), Books and Registers to be maintained, Submission of Reports and Returns, Audit of Accounts, Preparation of Audit and Internal Controls.
4	New Areas of Auditing
	Introduction to Cost Audit, Human Resource Audit, Management Audit, Operational Audit, Forecast Audit, Social Audit, Tax Audit, Forensic Audit and Environmental (Green) Audit. Audit in an EDP Environment, Introduction, General Approach to EDP Based Audit and Special Techniques for Auditing in an EDP Environment.
5	Professional Ethics and Misconduct
	Introduction, Meaning of Professional Ethics Meaning of Professional Misconduct, Schedules to the Chartered Accountants Act, 1949 Relating to Professional Misconduct, Enquiry into Charges of Misconduct of Chartered Accountants.

- Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
- A Textbook of Translation - by Peter Newmark, Newmark

Syllabus Designed by:

- Gajendra Deoda (Convenor)
- Smita Jain
- Deepak Kumar Tiwari (Subject expert).

02

PROGRAM	BAMM		
YEAR	FYBMM		
SEMESTER	II		
COURSE:	FOUNDATION COURSE		
COURSE CODE	BAMMFC 202		
PAPER	2		
TOTAL MARKS	100 (75 : 25)		
NO OF LECTURES	48		
	SEMESTER II		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS		
BAMMFC-202	FOUNDATION COURSE		
	<p>Course Outcome: 1. To introduce students to the overview of the Indian Society.</p> <p>1. To help them understand the constitution of India.</p> <p>2. To acquaint them with the socio-political problems of India.</p>		
	<p>Note : Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS is unanimously decided to follow the same syllabus to BA in Multimedia and Mass Communication (BAMMC) Semester -II as it is.</p>		
Module	Topics	Details	Lectures
1	Globalisation and Indian Society	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.	07
2	Human Rights	Concept of Human Rights; origin and evolution of the	10

		concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.	
3	Ecology	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation-causes and impact on human life; Sustainable development- concept and components; poverty and environment.	10
4	Understanding Stress and Conflict	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict.	10
5	Managing Stress and Conflict in Contemporary Society	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society.	08
6	Contemporary Societal Challenges	<ul style="list-style-type: none"> a. Increasing urbanization, problems of housing, health and sanitation; b. Changing lifestyles and impact on culture in a globalised world. c. Farmers' suicides and agrarian distress. d. Debate regarding Genetically Modified Crops. e. Development projects and Human Rights violations. f. Increasing crime/suicides among youth. 	15
Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam.			

03	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	CONTENT WRITING
COURSE CODE	BAMMCW 203
PAPER	3
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48

**Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2016-2017**

**Elective Courses (EC)- Discipline Related Elective
(DRE) Courses**

2. Commerce I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Business	12
2	Business Environment	11
3	Project Planning	12
4	Entrepreneurship	10
Total		45

Sr. No.	Modules / Units
1	Business Introduction: Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of business. Objectives of Business: Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives. New Trends in Business: Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies

2	Business Environment
	<p>Introduction: Concept and Importance of business environment, Inter- relationship between Business and Environment</p> <p>Constituents of Business Environment: Internal and External Environment, Educational Environment and its impact, International Environment – Current Trends in the World, International Trading Environment – WTO and Trading Blocs and their impact on Indian Business.</p>
3	Project Planning
	<p>Introduction: Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importance</p> <p>Business Unit Promotion: Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion. Statutory Requirements in Promoting Business Unit: Licensing and Registration procedure, Filing returns and other documents, Other important legal provisions</p>
4	Entrepreneurship
	<p>Introduction: Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur</p> <p>The Entrepreneurs: Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India.</p> <p>Women Entrepreneurs: Problems and Promotion.</p>

B. Sc. (Information Technology)		Semester – VI	
Course Name: Business Intelligence		Course Code: USIT603	
Periods per week (1 Period is 50 minutes)		5	
Credits		2	
		Hours	Marks
Evaluation System	Theory Examination	2½	75
	Internal	--	25

Unit	Details	Lectures
I	<p>Business intelligence: Effective and timely decisions, Data, information and knowledge, The role of mathematical models, Business intelligence architectures, Ethics and business intelligence</p> <p>Decision support systems: Definition of system, Representation of the decision-making process, Evolution of information systems, Definition of decision support system, Development of a decision support system</p>	12
II	<p>Mathematical models for decision making: Structure of mathematical models, Development of a model, Classes of models</p> <p>Data mining: Definition of data mining, Representation of input data , Data mining process, Analysis methodologies</p> <p>Data preparation: Data validation, Data transformation, Data reduction</p>	12
III	<p>Classification: Classification problems, Evaluation of classification models, Bayesian methods, Logistic regression, Neural networks, Support vector machines</p> <p>Clustering: Clustering methods, Partition methods, Hierarchical methods, Evaluation of clustering models</p>	12
IV	<p>Business intelligence applications:</p> <p>Marketing models: Relational marketing, Sales force management,</p> <p>Logistic and production models: Supply chain optimization, Optimization models for logistics planning, Revenue management systems.</p> <p>Data envelopment analysis: Efficiency measures, Efficient frontier, The CCR model, Identification of good operating practices</p>	12
V	<p>Knowledge Management: Introduction to Knowledge Management, Organizational Learning and Transformation, Knowledge Management Activities, Approaches to Knowledge Management, Information Technology (IT) In Knowledge Management, Knowledge Management Systems Implementation, Roles of People in Knowledge Management</p> <p>Artificial Intelligence and Expert Systems: Concepts and Definitions of Artificial Intelligence, Artificial Intelligence Versus Natural Intelligence, Basic Concepts of Expert Systems, Applications of Expert Systems, Structure of Expert Systems, Knowledge Engineering, Development of Expert Systems</p>	12

B. Sc. (Information Technology)		Semester – V	
Course Name: Internet of Things		Course Code: USIT502	
Periods per week (1 Period is 50 minutes)		5	
Credits		2	
		Hours	Marks
Evaluation System	Theory Examination	2½	75
	Internal	--	25

Unit	Details	Lectures
I	<p>The Internet of Things: An Overview : The Flavour of the Internet of Things, The “Internet” of “Things”, The Technology of the Internet of Things, Enchanted Objects, Who is Making the Internet of Things?</p> <p>Design Principles for Connected Devices: Calm and Ambient Technology, Magic as Metaphor, Privacy, Keeping Secrets, Whose Data Is It Anyway? Web Thinking for Connected Devices, Small Pieces, Loosely Joined, First-Class Citizens On The Internet, Graceful Degradation, Affordances.</p> <p>Internet Principles: Internet Communications: An Overview, IP, TCP, The IP Protocol Suite (TCP/IP), UDP, IP Addresses, DNS, Static IP Address Assignment, Dynamic IP Address Assignment, IPv6, MAC Addresses, TCP and UDP Ports, An Example: HTTP Ports, Other Common Ports, Application Layer Protocols, HTTP, HTTPS: Encrypted HTTP, Other Application Layer Protocols.</p>	12
II	<p>Thinking About Prototyping: Sketching, Familiarity, Costs versus Ease of Prototyping, Prototypes and Production, Changing Embedded Platform, Physical Prototypes and Mass Personalisation, Climbing into the Cloud, Open Source versus Closed Source, Why Closed? Why Open? Mixing Open and Closed Source, Closed Source for Mass Market Projects, Tapping into the Community.</p> <p>Prototyping Embedded Devices: Electronics, Sensors, Actuators, Scaling Up the Electronics, Embedded Computing Basics, Microcontrollers, System-on-Chips, Choosing Your Platform, Arduino, Developing on the Arduino, Some Notes on the Hardware, Openness, Raspberry Pi, Cases and Extension Boards, Developing on the Raspberry Pi, Some Notes on the Hardware, Openness.</p>	12
III	<p>Prototyping the Physical Design: Preparation, Sketch, Iterate, and Explore, Nondigital Methods, Laser Cutting, Choosing a Laser Cutter, Software, Hinges and Joints, 3D Printing, Types of 3D Printing, Software, CNC Milling, Repurposing/Recycling.</p> <p>Prototyping Online Components: Getting Started with an API, Mashing Up APIs, Scraping, Legalities, Writing a New API, Clockodillo, Security, Implementing the API, Using Curl to Test, Going Further, Real-Time Reactions, Polling, Comet, Other Protocols, MQ Telemetry Transport,</p>	12

	Extensible Messaging and Presence Protocol, Constrained Application Protocol.	
IV	<p>Techniques for Writing Embedded Code: Memory Management, Types of Memory, Making the Most of Your RAM, Performance and Battery Life, Libraries, Debugging,</p> <p>Business Models: A Short History of Business Models, Space and Time, From Craft to Mass Production, The Long Tail of the Internet, Learning from History, The Business Model Canvas, Who Is the Business Model For? Models, Make Thing, Sell Thing, Subscriptions, Customisation, Be a Key Resource, Provide Infrastructure: Sensor Networks, Take a Percentage, Funding an Internet of Things Startup, Hobby Projects and Open Source, Venture Capital, Government Funding, Crowdfunding, Lean Startups.</p>	12
V	<p>Moving to Manufacture: What Are You Producing? Designing Kits, Designing Printed circuit boards, Software Choices, The Design Process, Manufacturing Printed Circuit Boards, Etching Boards, Milling Boards. Assembly, Testing, Mass-Producing the Case and Other Fixtures, Certification, Costs, Scaling Up Software, Deployment, Correctness and Maintainability, Security, Performance, User Community.</p> <p>Ethics: Characterizing the Internet of Things, Privacy, Control, Disrupting Control, Crowdsourcing, Environment, Physical Thing, Electronics, Internet Service, Solutions, The Internet of Things as Part of the Solution, Cautious Optimism, The Open Internet of Things Definition.</p>	12

Books and References:					
Sr. No.	Title	Author/s	Publisher	Edition	Year
1.	Designing the Internet of Things	Adrian McEwen, Hakim Cassimally	WILEY	First	2014
2.	Internet of Things – Architecture and Design	Raj Kamal	McGraw Hill	First	2017
3.	Getting Started with the Internet of Things	Cuno Pfister	O'Reilly	Sixth	2018
4.	Getting Started with Raspberry Pi	Matt Richardson and Shawn Wallace	SPD	Third	2016

*Revised Syllabus of Courses of B.Com. (Financial Markets)
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Skill Enhancement Courses (SEC)

5. Foundation Course - I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
Total		45

Sr. No.	Modules / Units
1	Overview of Indian Society
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	Concept of Disparity- 1
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	Concept of Disparity-2
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	The Indian Constitution
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	Significant Aspects of Political Processes
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics

*Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2016-2017*

Ability Enhancement Courses (AEC)

4. Business Communication - I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	15
2	Business Correspondence	15
3	Language and Writing Skills	15
Total		45

Note:

One tutorial per batch per week in addition to number of lectures stated above (Batch size as per the University norms)

SN	Objectives
1	To develop awareness of the complexity of the communication process
2	To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener
3	To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups
4	To develop effective writing skills so as enable students to write in clear, concise, persuasive and audience centered manner
5	To demonstrate effective use of communication technology

SN	Expected Outcome
1	After successful completion of the course the learner should be able to enhance his Listening, Speaking, Reading and Writing skills to meet the challenges of the world

Sr. No.	Modules / Units
1	Theory of Communication

	<ol style="list-style-type: none"> 1. Concept of Communication: Models of Communication – Linear / Interactive / Transactional / Shannon and Weaver (To be only discussed in class) Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world 2. Impact of Technology Enabled Communication: Types – Internet, Blogs, E – Mail, Moodle, Social Media (Facebook, Twitter & Whats’app Advantages & Disadvantages 3. Communication at Workplace: Channels - Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine, Methods – Verbal / Non Verbal (including Visual), Business Etiquettes 4. Business Ethics: Ethics at workplace - Importance of Business Ethics Personal Integrity at the workplace Business Ethics and media Computer Ethics Corporate Social Responsibility 5. Problems in Communication / Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological Barriers, Ways to Overcome these Barriers 6. Listening: Importance of Listening Skills, Obstacles to Listening, Cultivating good Listening Skills
2	Business Correspondence
	<ol style="list-style-type: none"> 1. Theory of Business Letter Writing: Parts, Structure, Layouts-Full Block, Principles of Effective Letter Writing, Principles of effective E - mail Writing 2. Personnel Correspondence: Statement of Purpose, Letter of Recommendation, Job Application Letter and Resume, Letter of Appointment (To be only discussed in class), Letter of Acceptance of Job Offer, Letter of Appreciation, Letter of Resignation
3	Language and Writing Skills
	<ol style="list-style-type: none"> 1. Commercial Terms used in Business Communication (to be only discussed) 2. Paragraph Writing: Developing an idea, using appropriate linking devices, etc Cohesion and Coherence etc 3. Tutorials Activities Speaking Skills, Writing Skills, Remedial Grammar, Soft Skills – EQ, Conflict Management, Time Management

	<p>(Students may be asked to make a Power Point Presentation on any topic of their choice in order to enhance LSRW – Listening / Speaking/ Reading / Writing)</p>
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SEMESTER V		
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC EJML 1B508	MEDIA LAWS and ETHICS	
COURSE OUTCOME:		
1. To help students understand the laws that impact the media 2. To develop an understanding of the ethical responsibilities of the media 3. To help students appreciate the challenges of fake news and misinformation in a new changing ecosystem of news and information.		
MODULE	DETAILS	LECTURES
1	Laws relating to media freedom: provisions, status and case studies	08
	6. Article 19 (1) (a) of Indian Constitution	01
	7. Article 19.2	01
	8. Defamation –sections 499,500	02
	9. Contempt of Courts Act 1971	02
	10. Public Order – sections 153 AandB,295A,505	02
2	Provisions in the Act, challenges in its implementation, case studies	12
	1. Sediton (IPC124A), Obscenity (IPC292,293)	03
	2. Contempt of Parliament	02
	3. Official Secrets Act	03
	4. Whistleblowers Protection Act	02
	5. Press and Registration of Books Act	02
3	Provisions in the Act, challenges in its implementation, case studies	10
	1. Right to Information Act	03
	2. Information Technology Act	06
	3. Right to Privacy and its violation by media	02
	4. Indian Evidence Act and its relevance for the media	02
	5. The Copyright Act, the application of copyright, fair us, the incentive theory of copyright, damages and penalties	03
4	Media Ethics	08
	1. Why ethics is important? Social responsibility of media	01
	2. Core principles of journalism: Accuracy, Independence, Fairness, Confidentiality, Humanity, Accountability, Transparency	01
	3. Confidentiality and Public Interest ,Conflict of interest,	02
	4. Ethics and sting operation	02
	5. Emergence of Alternative News Portals (e g: Alt News)	02
5	Self –Regulation and Fake news	10
	1. Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation	02
	2. Press Ombudsman: Readers' Editor- its significance. Regulatory practices in Developed Democratic Countries	02
	3. Role of journalist to combat digital fuelling of disinformation, misinformation and mal information,	02
	4. Is transparency the new objectivity? Sieving propaganda from new.	02
	5. Sourcing and Verifying News; Ethical journalism the weapon to combat information disorder.	02

Total Lectures	48
BOS SYLLABUS COMMITTEE MEMBERS	
<ol style="list-style-type: none"> 1. PROF. RENU NAURIYAL (CONVENER) 2. PROF. BHUSHAN M SHINDE 3. PROF. MITHUN M PILLAI 	

Internal exercise: **25 Marks**

The objective of internal exercise is to help the learner apply the learning from the lectures and view critically, media related issues from a legal and ethical perspective.

Sr. no.	Project/Assignment	Reason/Justification
01	Prepare a feature / research paper	This would challenge the writing, narrative and analytical skills of the learners
02	Group/ individual presentation	This exercise would build the confidence and presentation skills of the learners
03	Test	This would test the subject knowledge of the learner.

References :

1. Introduction to the Constitution of India by Durga Das Basu
2. Law of the Press by Durga Das Basu
3. Press Laws and Ethics of Journalism by P.K. Ravindranath
4. Journalism in India by Rangaswami Parthasarthy.
5. Textbook on the Indian Penal Code Krishna Deo Gaur
6. The law of Intellectual Property Rights edited by Shiv Sahai Singh
7. The Journalist's Handbook by M V Kamath
8. Media and Ethics by S.K.Aggarwal
9. Introduction to Media Laws and Ethics by Juhi P Pathak
10. Edelman TRUST BAROMETER - Global Results.
<https://www.edelman.com/global-results/>
11. Viner, K. A mission for journalism in a time of crisis; The.Guardian.
<https://www.theguardian.com/news/2017/Nov/16/a-mission-for-journalism-in-a-time-of-crisis>Ball, J. (2017).
12. Post-Truth: How Bullshit Conquered the World. London: by James Ball, Biteback Publishing.

1. www.indiankanoon.org
2. www.prasarbharathi.gov.in.
3. www.lawzonline.com
4. www.presscouncil.nic.in
5. www.thehoot.org

*Revised Syllabus of Courses of B.Com. (Banking & Insurance)
Programme at Semester I
with Effect from the Academic Year 2016-2017*

Ability Enhancement Courses (AEC)

4. Business Communication - I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	15
2	Obstacles to Communication in Business World	15
3	Business Correspondence	15
4	Language and Writing Skills	15
Total		60

Sr. No.	Modules / Units
1	<p>Theory of Communication</p> <p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication</p> <p>Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing</p>
2	<p>Obstacles to Communication in Business World</p> <p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility</p> <p>Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices:</p> <p>Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour</p>
3	<p>Business Correspondence</p> <p>Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,</p> <p>Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]</p>

SEMESTER II

Semester II	
Course code	Course Name
BAMMEC-201	Effective communication -II
BAMMFC-202	Foundation course -II
BAMMCW-203	Content Writing
BAMMID-204	Introduction to Advertising
BAMMIJ-205	Introduction to Journalism
BAMMMGC-206	Media, Gender & Culture

01

PROGRAM	BAMM	
YEAR	FYBMM	
SEMESTER	II	
COURSE:	EFFECTIVE COMMUNICATION SKILLS -II	
COURSE CODE	BAMMEC 201	
PAPER	1	
TOTAL MARKS	100 (75 : 25)	
NO OF LECTURES	48	
	SEMESTER II	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMEC-201	Effective Communication Skills-II	
Learning Outcome: <ol style="list-style-type: none"> 1. To make the students aware of use of language in media and organization. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. 3. To introduce key concepts of communications. 		Total Lectures: 48 hrs.
Module	Topics	Details
1	Writing	
	1.Report writing	Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report
	2. Organizational writing	Organizational writing : (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose-Format- Important points to remember while

		writing a notice, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor.	
	4. Writing for Publicity materials	Writing for Publicity materials (English, Hindi or Marathi) Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot	
2	Editing		
	Editing	Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words,	
		Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing.	
3	Paraphrasing and Summarizing		
	1. Paraphrasing	Meaning, how to use paraphrase in communication, Paraphrase in plagiarism, Translation	
	2. Summarization	Summarizing content, the points and sub- points and the logical connection between the points	
4	Interpretation of technical data		
	Interpret technical data	Read graphs, maps, charts, Write content based on the data provided	
Total Lectures			48

Internal evaluation methodology

25 Marks

Sr no	Project/Assignment
1	Clipping files on various current topics.
2	Publish letters to editors in news media.
3	Reporting of college events.

Bibliography:

- Business Communication - Rhoda A. Doctor and Aspi H. Doctor
- Communication Skills in English – Aspi Doctor
- Teaching Thinking - Edward De Bono De Bono's
- Thinking Course – Edward De Bono Serious Creativity –
- Edward De Bono The Mind Map Book – Buzan Tony

*Revised Syllabus of Courses of B.Com. (Investment Management)
Programme at Semester V
with effect from the Academic Year 2018-2019*

1. Elective Courses (EC)

3. Business Ethics

Modules at a Glance

Sr. No.	Modules	No. of Lectures
01	Introduction to Business Ethics	15
02	Application of Ethical Theories in Business	10
03	Organizational Ethics	10
04	Ethics and Social Responsibility	15
05	Business Ethics in Global Economy.	10
	Total	60

Sr. No.	Modules / Units
1	Introduction to Business Ethics
	Definition, Meaning, Nature of Ethics, Meaning of Moral & Ethics. Types of Ethics, Importance of Ethics, Business Ethics -Meaning and Nature. Importance of Ethics in Business, Areas of Business Ethics, Meaning of Functional Ethics, Types of Ethics According to Functions of Business- Marketing Ethics, Foreign Trade Ethics and Ethics Relating to Copyright. Ethics relating to Free and Perfect Competitive Market.
2	Application of Ethical Theories in Business
	Ethical Decision Making: Decision Making (Normal Dilemmas And Problems): (I) Utilitarianism (J. Bentham And J.S. Mill), (Ii) Deontology (I. Kant) Virtue Ethics (Aristotle). Gandhain Approach In Management And Trusteeship, Importance And Relevance of Trusteeship Principle in Modern Business. Ethical Issues in Functional Areas of Business. Ethics in Advertising (Truth In Advertising). Ethical Issues in Finance,
3	Organizational Ethics
	Individual Ethics- Professional Ethics. Corporate Ethics- Ethical Behavior - Ten Commandments of Ethical Behavior, Control & Audit of Ethical Behavior. Finance: Fairness and Efficiency in Financial Market, Insider Trading, Green Mail, Golden Parachute. HR: Workers Rights and Duties: Work place Safeties, Sexual harassment, Whistle Blowing.
4	Ethics and Social Responsibility
	Meaning & Definition of CSR, History & Evolution of CSR. Concept of Charity, Corporate Philanthropy, Ethics Relating to Environment Protection, Ethics Relating to Consumer Protection- Social Responsibility & Business Ethics Arguments for and against Social Responsibility. CSR through Triple Bottom Line and Sustainable Business, -Relation Between Corporate Responsibility & Business Ethics.
5	Business Ethics in Global Economy
	Ethics in the context of Global Economy- Relationship between Business Ethics & Business Development- Role of Business Ethics in Building a Civilized Society.

	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMCW-203	CONTENT WRITING

Crisp writing is the challenge.

Learning Outcome:

Lectures: 48

1. To provide students with tools that would help them communicate effectively.
2. Understanding crisp writing as part of Mass Communication
3. The ability to draw the essence of situations and develop clarity of thought.

Syllabus			
Module	Topics	Details	Lectures
1	Foundation		8
	1.Grammar Refresher	With special emphasis on use of punctuations, prepositions, capital letters and lower case	02
	2.Vocabulary building	Meaning, usage of words , acronyms	02
	3.Common errors	Homophones and common errors in English usage.	02
	4. Essentials of good writing	With emphasis on writing with clarity, logic and structure	01
	5. Phrases and idioms	Creative usage of phrases and idioms.	01
2	Editing Skills		10
	1. Redundant words	Identifying redundant words and phrases and eliminating these.	01
	2.Editing sentences	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	02
	3.Editing captions	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	02
	4.Editing headlines	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	02
	5.Editing copy	Structuring a story, Creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	03

3	Writing Tips and Techniques		10
	1. Writing tickers/ scrolls	For television news	01
	2. Writing social media post	Twitter and for other social networks	01
	3. Writing briefs/snippets	News briefs, Lifestyle and entertainment snippets	03
	4. Caption writing	Picture stories etc	02
	5. Writing headlines	News headlines and feature headlines	03
4	PRESENTATION TOOLS AND TECHNIQUES		10
	1. Power Point Presentation	Use of Power Point tools Power Point to Pdf Power Point to self animated presentation Auto timing of Power Point presentation	02
	2. Info graphic	Colour selection Use of clip art Use of Power Point smart tools Minimalist animation for maximum impact	02
	3. Three minute presentation	Content for single slide Uses of phrases Effective word selection Effective presentation	02
	4. Google Advance search	How to select relevant information Locating authentic information How to gather information for domestic and international websites	02
	5. Plagiarism	How to do a plagiarism check Paraphrasing Citation and referencing style	02
5	Writing for the Web		10
	1. Content is King	Importance of content	01
	2. Less is more	Writing for print media/ social media like Twitter, etc	02
	3. Copy writing	Ad campaigns (creative, witty and attractive)	03
	4. Realtime	Difference in writing for print vs digital	02

**Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)- 1B Discipline Related
Elective (DRE) Courses**

**3. Commerce –III (Management: Functions and
Challenges)**

Course Objectives:

- To make the learners aware about conceptual knowledge and evolution of Management.
- To familiarize the learners with the functions in Management.

Sr. No.	Modules	No. of Lectures
1	Introduction To Management	11
2	Planning & Decision Making	10
3	Organising	12
4	Directing And Controlling	12
	Total	45

Sr. No.	Modules
1	Introduction To Management (11)
	<ul style="list-style-type: none"> • Management- Concept, Nature, Functions, Managerial Skills & Competencies • Evolution of Management Thoughts Classical Approach: Scientific Management – F.W.Taylor’s Contribution Classical Organisation Theory: HenriFayol’s Principles Neo Classical: Human Relations Approach – EltonMayo’sHawthorne experiments • Modern Management Approach-PeterDrucker’s Dimensions of Management, Indian Management Thoughts: Origin & Significance of Indian Ethos to Management.
2	Planning & Decision Making (10)
	<ul style="list-style-type: none"> • Planning - Steps, Importance, Components, Coordination – Importance • M.B.O -Process, Advantages, Management By Exception- Advantages; Management Information System- Concept, Components • Decision Making - Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making.
3	Organising (12)
	<ul style="list-style-type: none"> • Organising-Steps, Organisation Structures – Features of Line & Staff Organisation, Matrix Organisation , Virtual Organisation, Formalv/s Informal Organisation. • Departmentation -Meaning -Bases,Span of Management- Factors Influencing Span of Management, Tall and Flat Organisation. • Delegation of Authority- Process, Barriers to Delegation, Principles of Effective Delegation. Decentralisation:Factors Influencing Decentralisation, Centralization v/s Decentralisation
4	Directing And Controlling (12)
	<ul style="list-style-type: none"> • Motivation – Concept, Importance, Influencing factors. Importance of Communication, Barriers to effective Communication • Leadership- Concept,Functions, Styles, Qualities of a good leader. • Controlling – Concept, Steps, Essentials of good control system, Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit.

SEMESTER – III REFERENCE BOOKS:

REFERENCES

1. Management Today Principles & Practice- Gene Burton, ManabThakur, Tata McGraw-Hill, Publishing Co.Ltd.
2. Management – James A.F. Stoner, Prentice Hall, Inc .U.S.A.
3. Management : Global Prospective – Heinz Wehrich & Harold Koontz, Tata McGraw- Hill, Publishing Co.Ltd.
4. Essential of Database Management Systems -Alexis Leon , Mathews Leon Vijay Nicole, Imprints Pvt Ltd.
5. Management –Task ,Resp, Practices – PetaDruche “willian Heinemann LTD.

COMPULSORY 02

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	INVESTIGATIVE JOURNALISM
COURSE CODE	BAMMC DRG-502
PAPER	DRG (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC DRG-502	INVESTIGATIVE JOURNALISM

COURSE OUTCOME

1. Understand the role of investigative reporting in modern journalism
2. To learn to conduct investigative research in an ethical manner.
3. To create and write excellent investigative stories for media.
4. To acquire advanced investigative journalistic skills
5. Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.

MODULE	TOPICS	DETAILS	LECTURES
	CAREERS and OPPORTUNITIES IN INVESTIGATIVE JOURNALISM		
I	INTRODUCTION TO INVESTIGATIVE JOURNALISM	<ul style="list-style-type: none"> • Who is an Investigative Reporter, Role of an Investigative Reporter • Qualities and essentials for becoming an investigative journalist, career and opportunities • Centre for Investigative Journalism (CIJ) • Ethical/unethical use of sting operations 	10
	DATA COLLECTION		
II	SOURCES	<ul style="list-style-type: none"> • Records and the Confidentiality of Source • Issues of contempt, defamation • Right to Privacy and Official Secrets Act • What is evidence? • Case Study: Panama Papers and Watergate Scandal 	10
	DESIGNING THE STORY		
III	FINDING and WRITING YOUR STORY	<ul style="list-style-type: none"> • Observation • Planning techniques • Cultivating sources • Developing the project 	10

		DATA PROTECTION and SECURITY	
IV	SECURITY OF SOURCES and DATA	<ul style="list-style-type: none"> • Protection of sources • Safety of journalists • Criticism of Investigative Journalism 	08
		FINAL STORY	
V	GENERATION OF THE STORY	<ul style="list-style-type: none"> • Research methods • Insight knowledge • Asking the right questions • Libel and fact checking • Writing and rewriting the report 	10
	TOTAL LECTURES		48

BOS SYLLABUS SUB-COMMITTEE MEMBERS

4. Prof. Rani D'souza (**Convener**)
5. Mr. Adith Charlie (**Industry expert**)
6. Prof. Renu Nauriyal (**Course expert**)
7. Ms. Shreya Bhandary (**Industry expert**)

INTERNAL EVALUATION METHODOLOGY

25 MARKS

7. MANDATORY SCREENING OF THE FOLLOWING DOCUMENTARIES/FILMS/MOVIES

- A. All The President's Men (Based On The Watergate Scandal, One of The Most Viewed Movies)
 - B. Icarus (Documentary On The Russian Olympics Doping Scandal, Won The Oscar In 2018)
 - C. Spotlight/The Post (Journalism In An Era Without Internet And Mobile Phones, When Journalists Took Years Working On An Investigation)
8. Project Guided By Faculties
 9. Any One Small Local Case To Be Taken And Investigated And Submitted In The Form Of Compilation Of All The Methodology
 10. Continuous Weekly Evaluation Of The Investigations Being Carried Out On The Case Study Selected By The Learner.
 11. Group Discussions

REFERENCE BOOKS/JOURNALS/MANUALS

1. A Manual For Investigative Journalism
Edited By Syed Nazakat And The Kas Media Programme

ELECTIVE 01

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	Features and Writing For Social Justice
COURSE CODE	BAMMC EJFW 1B501

Media Sport: edited by Lawrence A. Wenner, London and New York

BOS SYLLABUS COMMITTEE MEMBERS

Prof. Gajendra Deoda (Convener)

Mr. Mahesh Patil (Subject Expert)

Miss. Amruta Bane (Subject Expert)

06

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	CRIME REPORTING
COURSE CODE	BAMMC EJCR 2B 606
PAPER	6 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJCR 2B 606	CRIME REPORTING

Course objectives

Indian Journalism has progressed significantly. Despite the fact that print media is still at the bleeding edge of remarkable work in Indian news coverage there are sure faces in the advanced media that motivate you to take up news-casting. Their trustworthiness, coarseness, and determination are characteristics that make them few of the best Indian writers over the most recent few decades. Composing or covering news isn't as simple an accomplishment as we might suspect it might be. There is a great deal of elements included while covering a news piece, either in print or advanced. In any case, there are sure identities in the Indian news coverage world that cross all deterrents and hindrances and think of an approach to convey the news to India and the remainder of the world with most extreme trustworthiness. Students will learn the art of covering news as well as have a thorough learning of criminal journalism in this subject,

UNIT	TOPIC	LECTURES
I	<ul style="list-style-type: none"> ➤ The ethics of crime and justice coverage: <ul style="list-style-type: none"> • Fairness and objectivity, sensationalism and integrity • conflicts of interest • Interesting versus important. • Balancing justice: • justice to victim and the accused • No assumption of guilt or innocence. 	10
II	<ul style="list-style-type: none"> ➤ Law enforcement machinery: <ul style="list-style-type: none"> • Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc. ➤ Understanding the Police system : <ul style="list-style-type: none"> • Introduction to IPC • Important sections of IPC. ➤ Sensitive law and order situation: 	10

	<ul style="list-style-type: none"> • Agitations, congregations for various reasons, elections. • Deployment of extra forces 	
III	<ul style="list-style-type: none"> ➤ Covering Crime: <ul style="list-style-type: none"> • Types and definitions. ➤ Police Investigation techniques: <ul style="list-style-type: none"> • From conventional to Modern techniques • Cognizable and non-cognizable offences. ➤ Basic principles of crime reporting: <ul style="list-style-type: none"> • News values: <ul style="list-style-type: none"> • New, unusual, interesting, significant and about people. ➤ Sources of Crime Reporting: <ul style="list-style-type: none"> • Collecting and cross checking information • Developing sources, verifying facts. Reporting agitations, riots. • Possible risks and precautions. 	10
IV	<ul style="list-style-type: none"> ➤ Covering Courts: <ul style="list-style-type: none"> • Structure of judicial system in India. • Hierarchy, functions and jurisdictions of each court. • Granting of bail to accused. • Types of cases heard in courts. • Tribunals, consumer and family courts. PILs, appeals etc. 	08
V	<ul style="list-style-type: none"> ➤ Contemporary crime journalism: <ul style="list-style-type: none"> • Crime shows on TV. • Emphasis on crime reporting in Newspapers. Its impact. • Media influencing investigations and/or court proceedings? • Trial by media. ➤ Case studies on Indian Crime Reporting <ul style="list-style-type: none"> • The Hindu's Bofors Expose • Tehelka's Defence Deals Expose • Indian Express's Cement Scam Expose • Indian Express's Human Trafficking Expose • Open Magazine's Nira Radia Tapes 	10
BOS SYLLABUS COMMITTEE MEMBERS		
<ol style="list-style-type: none"> 1. Prof. Gajendra Deoda 2. Prof. Rashmi Gehlot 3. Dr. Yatindra Ingle 		

References

1. Across the Bench: Insight Into the Indian Military Judicial System
2. book by Gyan Bhushan
3. Legal and Constitutional History of India: Ancient legal, judicial, and constitutional system book by Rama Jois
4. Police Administration and Investigation of Crime by J.C. Chaturvedi
5. Police Diaries: Statements, Reports and Investigation (With Special Reference to Scientific Evidence, DNA, Brain Mapping Tests, Narco-analysis Tests, Forensic Science and Cyber Crimes by P Venkatesh Revised by S K Sinha Ray
6. Indian Politics by Yassin Mohammad ,Srinanda Dasgupta
7. Breaking The Big Story: Great Moments in Indian Journalism by Penguin India
8. Crime and Justice in India edited by: N. Prabha Unnithan
9. Handbook of Journalism and Mass Communication book by V. S. Gupta and Vir Bala Aggarwal
10. Journalism, Democracy and Civil Society in India (book)
11. History of Indian Journalism book by J. Natarajan

TYBAMMC Semester - V

Semester V- Journalism		
Course Code	Credits	Course Name
COMPULSORY-CORE	04X2=08	DRG (Discipline Related Generic)
BAMMC DRG-501	04	1. Reporting
BAMMC DRG-502	04	2. Investigative Journalism
ELECTIVES	03X04=12	DSE 1 B (Discipline Specific Electives) (Elect Any Four Courses From Below)
BAMMC EJFW 1B501		1. Features and Writing For Social Justice
BAMMC EJWS 1B502		2. Writing and Editing Skills
BAMMC EJGM 1B503		3. Global Media and Conflict Resolution
BAMMC EJBF 1B504		4. Business and Financial Journalism
BAMMC EJMJ 1B505		5. Mobile Journalism and New Media
BAMMC EJNM 1B506		6. News Media Management
BAMMC EJJP 1B507		7. Journalism and Public Opinion
BAMMC EJML 1B508		8. Media Laws and Ethics
TOTAL	20	

COMPULSORY- CORE- DRG(DISCIPLINE RELATED GENERIC)		
BAMMC DRG-501	04	1. REPORTING
BAMMC DRG-502	04	2. INVESTIGATIVE JOURNALISM

COMPULSORY -CORE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	REPORTING
COURSE CODE	BAMMC DRG-501
PAPER	DRG (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC DRG-501	REPORTING

COURSE OUTCOME
<ol style="list-style-type: none"> 1. To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism. 2. To make them understand basic ethos of the news and news-gathering. 3. To prepare them to write or present the copy in the format of news. 4. To develop nose for news. 5. To train them to acquire the skills of news-gathering with traditional as well as

- modern tools.
6. To inculcate the skills for investigative journalism.
 7. To make them understand the basic structure/ essential knowledge for various beats.
 8. To make them responsible reporters and the face of media.

Module	Details	Lectures
1		
Concept Of News	Definition Of News, types of news, elements of news, collection of facts. News-writing How to write a news story, Basic Principles of Reporting ABC of Reporting Accuracy, Balance/Brevity and Clarity. Objectivity as the basic principle. Is it possible to adhere to the principle? Other basic principles such Verification, Attribution of Sources, Speed. Do these principles clash with each other?	10
2. News Gathering	A) How do reporters gather news? Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs. Incident/On the spot coverage. B) Sources Primary and Secondary Citizen journalism Role of anonymous sources. New-age technological sources-RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.	10
3. Beats System in Reporting	What is beat system, why it is necessary, how does it help, What are requirements of various beats. The basic beats such as Crime, Civic Affairs/Local Administration Law and Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education Health, Entertainment and Defense. New upcoming beats : Community, Women and Child welfare, Technology, Science and Environment, Youth and Career, Consumer.	10
4. Coverage of Disasters	Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities. Imminent Dangers or threats in Reporting. Study these with special in-depth reference to Pulwama attack Gadchiroli Naxal attack Return of Abhinandan Varthaman The references of Kerala flood, Orissa thunderstorm, Bihar, Assam flood may also be studied.	08

<p>5. Case studies</p>	<p>Ethical Issues in reporting/ Credibility of Reporters.</p> <p>Follow-up Story Yellow Journalism and its comparison with other forms. Rafale scam Agusta westland case PNB scam (Nirav modi) National Herald Panama case Bofors scam Watergate scam The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier sections from 1 to 11 should be applied in studying these.</p>	<p>10</p>
<p>Internal Assignments</p>		
<p>Suggestions :</p>	<p>There should be uniformity in the yardsticks for internal assessment of Reporting and emphasis should be on the field work/assignments rather than just objective questions. The coverage of the original news-stories, even in mock environment, be given priority. The knowledge of basic beats can be tested through the application.</p>	

REFERENCES:

1. Aggarwal. VirBala, Essentials of practical journalism. (2006) Concept publishing Company, New Delhi.
2. Brunus, Lynette Sheridan, Understanding Journalism, (2002) Vistaar Publications. New Delhi.
3. Lawrence, Alders Lorenz and JhonVivan, News Reporting and Writing (2006) Pearson Education, New Delhi.
4. Pant N.C. and Jitenderkumar, Dimensions of Modern Journalism. (1995) Kanishka Publishers, New Delhi.
5. Verma. M.K, News.

BOS SYLLABUS SUB-COMMITTEE MEMBERS

- Prof. Gajendra Deoda (Convener)
Prof. Santosh Gore (Industry Expert)
Prof. Amruta Bane (Subject Expert)

*Revised Syllabus of Courses of B.Com. (Investment Management)
Programme at Semester VI
with effect from the Academic Year 2018-2019*

1. Elective Courses (EC)

2. Auditing

Modules at a Glance

Sr. No.	Modules	No. of Lectures
01	Introduction to Auditing	15
02	Audit Planning, Procedures and Documentation	15
03	Auditing Techniques and Internal Audit Introduction	15
04	New Areas of Auditing and Professional Ethics	15
Total		60

Sr. No.	Modules / Units
1	Introduction to Auditing
	<p>Basics – Financial Statements, Users of Information, Definition of Auditing, Objectives of Auditing – Primary and Secondary, Expression of opinion, Detection of Frauds and Errors, Inherent limitations of Audit. Difference between Accounting and Auditing, Investigation and Auditing.</p> <p>Errors & Frauds – Definitions, Reasons and Circumstances, Types of Error – Commission, Omission, Compensating error. Types of frauds, Risk of fraud and Error in Audit, Auditors Duties and Responsibilities in case of fraud.</p> <p>Principles of Audit – Integrity, Objectivity, Independence, Skills, Competence, Work performed by others, Documentation, Planning, Audi Evidence, Accounting System and Internal Control, Audit Conclusions and Reporting.</p> <p>Types of Audit – Meaning, Advantages, Disadvantages of Balance sheet Audit, Interim Audit, Continuous Audit, Concurrent Audit and Annual Audit.</p>
2	Audit Planning, Procedures and Documentation
	<p>Audit Planning – Meaning, Objectives, Factors to be considered, Sources of obtaining information, Discussion with-Client, Overall Audit Approach.</p> <p>Audit Program – Meaning, Factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work , Instruction before commencing Work, Overall Audit Approach.</p> <p>Audit Working Papers - Meaning, importance, Factors determining Form and Contents, Main Functions / Importance, Features, Contents of Permanent Audit File, Temporary Audit File, Ownership, Custody, Access of Other Parties to Audit Working Papers, Auditors Lien on Working Papers, Auditors Lien on Client's Books</p> <p>Audit Notebook – Meaning, Structure, Contents, General Information, Current Information, Importance.</p>
3	Auditing Techniques and Internal Audit Introduction
	<p>Test Check - Test Checking Vs Routing Checking, Test Check meaning, features, factors to be considered, when Test Checks can be used, advantages disadvantages precautions.</p> <p>Audit Sampling - Audit Sampling, Meaning, Purpose, Factors in determining Sample Size -Sampling Risk, Tolerable Error and Expected Error, Methods of Selecting, Sample Items, Evaluation of Sample Results, Auditors Liability in Conducting Audit Based on Sample</p> <p>Internal Control - Meaning and Purpose, Review of Internal Control, Advantages, Auditors Duties, Review of Internal Control, Inherent Limitations of Internal Control, internal Control Samples for Sales and Debtors, Purchases and Creditors, Wages and Salaries. Internal Checks Vs Internal Control, Internal Checks Vs Test Checks</p> <p>Internal Audit - Meaning, Basic Principles of Establishing Internal Audit, Objectives, Evaluation of Internal Audit by Statutory Auditor, Usefulness of Internal Audit, Internal Audit Vs External Audit,, Internal Checks Vs Internal Audit</p>

Sr. No.	Modules / Units
4	New Areas of Auditing and Professional Ethics
	<p>New Areas of Auditing Introduction to Cost Audit, Human Resource Audit, Management Audit, Operational Audit, Forecast Audit, Social Audit, Tax Audit, Forensic Audit and Environmental (Green) Audit, Audit Committee. Audit in an EDP Environment- Introduction, General Approach to EDP based Audit and Special Techniques for Auditing in an EDP Environment.</p> <p>Professional Ethics and Misconduct Introduction, Meaning of Professional Ethics Meaning of Professional Misconduct, Schedules to the Chartered Accountants Act, 1949 Relating to Professional Misconduct, Enquiry into Charges of Misconduct of Chartered Accountants.</p>

12. An introduction to writing for electronic media: scriptwriting essentials across the genres by Musburger, PhD, Robert B.

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Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	Media Laws and Ethics
Paper	(DSC D2) CORE IX
Course Code	BAMMC MLE-403
Total Marks	100 (75:25)
Number of Lectures	48

Brief: In law a man is guilty when he violates the rights of others. In ethics he is guilty if he only thinks of doing so. - Immanuel Kant

Course Outcome:

1. To provide the learners with an understanding of laws those impact the media.
2. To sensitize them towards social and ethical responsibility of media.

COURSE CODE	COURSE NAME
BAMMC MLE-403	MEDIA LAWS and ETHICS

Syllabus

Module	Details	Lectures
1	Constitution and Media	09
	1. Core values of the Constitution Refreshing Preamble, unique features of the Indian Constitution	01
	3. Freedom of Expression Article 19 (1) (a), Article 19(2)	02
	4. Judicial Infrastructure Hierarchy of the courts Independency of the judiciary Legal terminologies	2
	5. Social responsibility of the media Social Responsibility Theory Emerging Issues in Social Responsibility Theory in today's era	2
	5. Social Media Threat of Fake News and facts verification Social media decorum	2
2	Regulatory bodies	10
	1. Press Council of India 2. Brief history: Statutory status 3. Structure 4. Powers and limitations	02

	6. TRAI	Role of Telecom Regulatory Authority of India	02
	5. IBF	1. Indian Broadcasting Foundation 2. Broadcasting Content Complain Council, 3. Broadcasting Audience Research Council	02
	4. ASCI	1. Advertising Standard Council of India 2. Mission 3. Structure 4. Consumer Complaint Council	02
	5. NBA	1. News Broadcasters Association : 2. Structure 3. Mission 4. Role	02
3	Media Laws		10
	1. Copyright and IPR	What is copyright, Intellectual Property Rights Exceptions Major Amendments Recent Case studies	02
	2. Defamation	1. Definition. 2. Civil, Criminal 3. Exceptions 4. Recent case studies	02
	3. IT Act	1. Information Technology Act 2000 2. Amendment 2008 3. Section 66A 4. Section 67 5. Case Studies	02
	4. Contempt	1. Contempt of Court 2. Contempt of Parliament	02
	5. More acts	1. Drugs and Magic Remedies (Objectionable Advertisements) Act, 2. Emblems and Names (Prevention of Improper Use) Act	02
4	Media Laws		10
	1. Right to Privacy	2. Evolution 3. Right to Privacy a Fundamental Right	02
	3. Morality and Obscenity	1. Indecent Representation of Women's Act 2. 19.2, IPC 292 , 293 3. Change in perception with time	02
	4. Unfair Practices	Unfair Trade Practices and the Competition Act 2002	02
	5. OSA	1. Official Secrets Act 2. Controversies 3. Case Studies	02
	4. RTI	1. Right To Information Act 2005 2. Brief History 3. Importance and current status	02

5	Media Ethics and Social Responsibility		09
	1. Why Ethics	What is ethics? And why do we need ethics?	01
	2. Ethical responsibility of journalist	1. Code of conduct for journalist 2. Conflict of interest 3. Misrepresentation 4. Shock Value	02
	3. Fake News	1. Post -truth and challenges of fighting fake news 2. Techniques of fact verification	02
	3. Ethical responsibility of advertisers	4. Violation of ethical norms by advertisers 5. Case Studies	02
	6. Stereotyping	Stereotyping of minorities, women, senior citizens, regions, LGBT	02
Total Lectures			48

Syllabus Sub-Committee		
1. Prof. Renu Nauriyal (Convener) 2. Prof. Mithun M Pillai (Subject Expert) 3. Prof. Bhushan M Shinde (Subject Expert)		
Internal exercise:		25 Marks
The objective of internal exercise is generate interest and awareness about new issues relating to media laws and media responsibility		
Sr. no.	Project/Assignment	Reason/Justification
1. Field work	Group presentation based on field visit eg. visit to court	Exposure to the real world of law and challenges of team work
2. Group discussion	On current issues relating to media law	This would demand clarity of perception and expression
3. Test	Based on the syllabus	To test the knowledge about the topics covered.
References:		
1. Basu, D.D. (2005). Press Laws, Prentice Hall. 2. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication. 3. Thakurta, P.G. (2009).Media Ethics, Oxford University Press. 4. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications 5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics – Universal Law Publishing Co 6. Media Laws: By Dr S R Myneni, Asian Law		

*Revised Syllabus of Courses of B.Com. (Banking & Insurance)
Programme at Semester III
with Effect from the Academic Year 2017-2018*

1. Elective Courses (EC)

Organizational Behaviour

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	The Individual Behaviour	15
2	The Group Dynamics	15
3	The Organizational Dynamics	15
4	Organization Behaviour In Financial Services	15
Total		60

Sr. No.	Modules / Units
1	<p>The Individual Behaviour</p> <p>A) Personality: Meaning, Determinants of Personality, Major personality traits influencing OB, The Big Five Model, Trait Theory of personality, Psychoanalytic theory of Personality, Freud Stages of Personality Development, Locus of Control, Self-Monitoring.</p> <p>B) Learning: Meaning and Definition of Learning-The Learning Process, Principles of Learning, Theories of Learning-Classical conditioning, Operant Conditioning, Social Learning Theory, Learning through Reinforcement, Learning by Observing, Learning through Experience.</p> <p>C) Perception-Meaning, Factors Influencing Perception, Attribution Theory, Improving Perceptions- Johari Window, Empathy.</p> <p>D) Workplace Emotions, Values and Ethics: Meaning of Emotions, Cognitive Dissonance, Emotional Dissonance, Managing Emotions at Work (Emotional Labor) - The Six Universal Emotions. Meaning and Types of Values, Sources of Value systems, Values across Cultures, Values and Ethical Behaviour.</p> <p>E) Individual Decision Making: How are Decisions made in organization, Decision Making process, Decisional Styles.</p>
2	<p>The Group Dynamics</p> <p>A) Group Communication: Importance, Corporate Communication – Need, Importance and Techniques of Corporate Communication.</p> <p>B) Power and Politics: Meaning of Power, Bases of Power, Power Tactics, Organizational Politics, Reasons for Organizational Politics, Managing Organizational Politics.</p> <p>C) Negotiations: Meaning, Process, Strategies, Third Party Negotiations, Crisis Negotiations, Focus Areas of Negotiations.</p> <p>D) Transactional Analysis Model: Types of Transactions, Ego states, Life Positions, Elaboration of Transactional styles.</p> <p>E) Virtual teams and Group Cohesiveness: Structure, Types, Stages in Management of Virtual teams, Features of Cohesive Groups, Effects/Consequences/Impact of Group Cohesion.</p> <p>F) Group Decision-Making: Advantages, Disadvantages, Assumptions, Managing Group Decision-Making, Strength and Weakness of Group Decision-Making.</p>
3	<p>The Organizational Dynamics</p> <p>A) Organization structure: Meaning, Meaning and key features of the concept of Centralization, Decentralization, Span of control and Departmentation, Simple structure, Bureaucratic & Matrix structure.</p> <p>B) New design options: Team structure, Virtual organizations, Boundary less organizations</p> <p>C) Organization structure differentiation: Strategy, Organization size, Technology & Environment, Organizational Designs and employee behaviour.</p>

	D) Organizational Climate: Impact of Communication, Impact of Rewards & Punishment, Quality work life with reference to Banking & Insurance, Job Frustration-Sources, Causes, Effects, Ways to Overcome Frustration, Impact of Frustration on Banking and Insurance companies.
4	Organization Behaviour In Banking and Insurance Sector
	<ul style="list-style-type: none"> A) Practices of OB in Banks and Insurance B) Issue of organization behaviour in Banks C) Strategies to manage issues of organization behaviour in banks D) Case Studies – Transfer, Promotion, Separation.