

B.COM (MANAGEMENT STUDIES)
SEMESTER I
SYLLABUS

Mandatory 1

Programme Name: B. Com. (Management Studies)

Course Name: Principles of Management -I

Total Credits: 04

Total Marks :100

University assessment :60

College assessment :40

Learning Objectives:

- a) To enable the learners to understand the basic concepts & functions of management
- b) To acquaint the learners with the theoretical perspective of management & its practical applications.
- c) To explore and understand the changing organization structures.

Course Outcomes:

- CO1) Learners will remember & understand the basic concepts of management.
- CO2) Learners can apply & strategically analyse the domains of managerial practices.
- CO3) Learners will evaluate & create a roadmap to derive concrete managerial solutions.

Module 1:

Unit 1: Introduction to Management & Managerial Thoughts

- a. Concept & Features of Management – 6M's of Management — Need for management in business & non-business organizations
- b. Functions of Management - Levels of Management – Management Competencies & Skills.

Unit 2: Management Thoughts

- a. Peter Drucker's Analysis Thoughts - Scientific Management Theory by F.W Taylor – Administrative Management Theory by Henri Fayol – Human Relations Theory by Elton Mayo & Hawthorne Experiments - Henry Mintzberg Managerial Roles.
- b. Indian Management Thoughts – Contribution of Kautilya & Mahatma Gandhis Principle of Trusteeship.

Module 2:

Unit 3: Functions of Management -I

- a. Planning – Meaning – Significance – Components (Strategic, Single Use & Stranding Plans) Decision Making – Concept – Essentials of sound decision making – Techniques.

- b. Organising – Concept – Importance -Types of Organization Structure -Line & Staff, Matrix Organization Structure – Features – Formal v/s Informal

Unit 4: Functions of Management -II

- a. Virtual Organizational Set Ups – A pre requisite to Gen Z – Challenges -- Span of Management – Factors, Tall & Flat Organization- Features –
- b. Departmentation – Concept – Bases - Staffing – Concept – Process of staffing - Decentralization – Factors – Centralization v/s Decentralization of Authority

References:

- *Principles of Management, Tripathi Reddy, Tata Mc Grew Hill*
- *Management Text & Cases, VSP Rao, Excel Books, Delhi*
- *Management Concepts and OB, P S Rao & N V Shah , AjabPustakalaya*
- *Essentials of Management, Koontz H & W , Mc. Grew Hill , New York*
- *Principles of Management-Text and Cases -Dr..M.SakthivelMurugan, New Age Publications*
- *Management Today Principles& Practice- Gene Burton, ManabThakur, Tata McGrawHill,PublishingCo.Ltd.*
- *Management – JamesA.F.Stoner, Prentice Hall, Inc .U.S.A.*
- *Management: Global Prospective –Heinz Weihrich& Harold Koontz, Tata McGraw- Hill, Publishing Co.Ltd.*
- *Essential of Database Management Systems -AlexisLeon ,MathewsLeon Vijay Nicole, Imprints Pvt Ltd.*
- *Management –Task ,Resp, Practices – PetaDruche “willian Heinemann LTD.*

Mandatory 1

Programme Name: B. Com. (Management Studies)

Course Name: Bhartiya Theory of Management Styles

Total Credits: 02

Total Marks :50

University assessment :30

College assessment :20

Learning Objectives:

- a) To explore the learners with the concepts & terminologies of Bhartiya theories.
- b) To understand the need & implications of management styles of Bhartiya Theory.
- c) To acquaint with the information of Bhartiya theory & it's unique management styles.

Course Outcomes:

CO1) Students will understand Bhartiya theory of management

CO2) Students will apply & adopt the management styles of Bhartiya management.

CO3) It will create learner centric approach through holistic development of the students.

Module 1:

Unit 1 Introduction of Bhartiya theory of Management styles

- a) Definition of Bhartiya Management, evolution of Bhartiya/Indian Management, Management Styles based on Ancient Indian Wisdom,
- b) Concept and features of management styles, need of management styles, types of management style, Difference between Management and Leadership.

Module 2:

Unit 2 Six Universal Management Styles of Bhartiya Theory

- a) Purpose of Management – Contemporary Thought, Management by Self-Transformation, Management by Good Counsel, Management by Time
- b) Management by Luminous Unactivity, Management by Passionate Activity, and Management by Indolent Activity, Benefits and Bhartiya theory,

References:

- *Puri Vivek. (2020). Bharatiya (Indian) Theory Of Management Styles – Part I. Sage Publication.*
- *(Indian) Theory of Management Styles AIMA Journal of Management & Research, May 2021, Volume 15 Issue 2/4, ISSN 0974 – 497 Copy right© 2021 AJMR-AIMA*
- *Subhash Sharma. (2019). Evolution of Indian Management/ Bhartiya Management. Reva university Bangalore.*
- <https://swarajyamaq.com/ideas/the-notion-of-bharatiya-management>
- <https://cessedu.org/sites/cessedu.org/files/National%20Workshop%20on%20Bharatiya%20Management.pdf>
- <https://www.linkedin.com/pulse/traditional-management-concept-evolution-indian-ethos-anjum>

Name of the Course: Quantitative Techniques – I (OE – I)

Sr. No.	Heading	Particulars
1	Description the course: Including but not limited to:	This course deals with the Basic Mathematics that forms an essential component of Most of the Competitive and Entrance Examinations, such as Banking, Management Entrance, UPSC/MPSC, SET/NET, GMAT/GRE to quote a few. Although the Math-concepts involved in these examinations are of elementary level, the nature of the problems in such exams is far different, and the difficulty level of the questions is much higher, than the typical ones, based on which students are tested in schools. A person appearing for such exams is expected to have a thorough understanding of the concepts, to have ability to think logically, and to be able to interpret the data, presented in different manner.
2	Vertical:	Open Elective
3	Type:	Theory
4	Credits:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives (CO): This course revises the basic mathematical concepts learned during school career. However, the problems asked in this course would be mostly advanced and indirect, and would demand broader and critical thinking. The course aims to enhance the reasoning power and logical thinking of the learners and nurture their intellect so as to make them competent across all competitive exams. CO1. To reinforce the basic math concepts and ideas within the learners CO2. To enhance the reasoning power of the learners and make them think over and apply concepts/formulae to solve math problems of indirect nature, thereby developing their problem-solving capacity. CO3. To develop logical thinking of the learners CO4. To make learners competent across all competitive and entrance examinations.	
8	Course Outcomes (OC): After completion of the course, students will be able to. OC1: understand the integers, rational numbers, real numbers and their operations. OC2: learn the concepts of GCD, LCM. OC3: understand the concepts related to averages and percentages, such as arithmetic mean.	

	<p>geometric mean, harmonic mean OC4: evaluate the ratios and proportions OC5: understand the Profit, Loss, Percentage Profit and Percentage Loss. OC6: learn the concepts related to Time, Speed and Distance.</p>
9	<p>Modules:-</p> <p>Module 1: Elementary Arithmetic - I</p> <p>1. Numbers and BODMAS:</p> <ul style="list-style-type: none"> Review of the number systems (Integers, Whole Numbers, Rational Numbers and Real Numbers) Review of the basic operations and their results (like odd + even = odd, odd \times even = even, odd raised to even is odd etc) Easy tricks to do fast calculations (multiplication, squares, square-roots etc) GCD and CLM of two or more numbers. <p>2. Averages and Percentage:</p> <ul style="list-style-type: none"> The three different means viz. Arithmetic Mean, Geometric Mean, Harmonic Mean Properties of the three means, such as (a) AM-GM-HM inequality, (b) The mean of two numbers lies in between the two numbers, (c) In case of several numbers, the product of AM and the number of numbers equals the addition of numbers, (d) In case of several numbers, the product of the numbers equals the GM raised to the number of numbers, (e) The effect of adding the same quantity to each number on AM, (f) The effect of multiplying each number by the same quantity on GM Percentage <p>3. Ratio and Proportion:</p> <ul style="list-style-type: none"> Concept of Ratio of two quantities Ratio related properties such as invertendo, alternendo, componendo, dividendo etc Direct and Inverse Proportion <p>[The problems to be asked should be of varied levels of difficulty. A few ones based on directly applying a given formula may be asked at the beginning; however, the latter ones should demand critical analysis of the given information and a thoughtful selection of the method/formula to solve the same.]</p> <p>Module 2: Elementary Arithmetic – II</p> <p>1. Profit and Loss:</p> <ul style="list-style-type: none"> Definitions of Profit and Loss The concept of Percentage Profit and Percentage Loss <p>2. Time, Speed and Distance:</p> <ul style="list-style-type: none"> The concept of average speed based on the total distance crossed and the total time taken The difference between crossing a pole/tower/tree/human and crossing a tunnel/bridge/station Crossing a stationary object versus crossing a moving object

	<ul style="list-style-type: none"> • Moving with/against the current (in a river) <p>3. Work, Pipes and Cisterns:</p> <ul style="list-style-type: none"> • Work done in unit time is reciprocal of the total work done (assuming that the amount of work done in each unit time is same), • Filling/refilling/emptying cisterns.
10	<p>Text Books</p> <ol style="list-style-type: none"> 1. Bible To Basic Mathematics, Pragati Agarwal 2. Quantitative Aptitude for Competitive Examinations, R. S. Agarwal 3. Logical and Analytical Reasoning: Useful for All Competitive Exams, A. K. Gupta
11	<p>Reference Books</p> <ol style="list-style-type: none"> 1. Arithmetic : Subjective And Objective For Competitive Examinations, R. S. Agarwal 2. Maths Book For Competitive Exams, Vikas Bhalla 3. Reasoning For Competitive Examinations, Nishit K Sinha

Name of the Course: IT_Google Workspace

Sr.No.	Heading	Particulars
1	Description the course : Including but Not limited to:	Google Workspace is a collection of cloud-based productivity tools that are designed to help individuals and organizations to work and collaborate efficiently. This course will provide an introduction to applications such as Gmail, Google Drive, Google meet and Google Calendar Google Docs, Google Sheets, Google Slides, Google Forms, Google Classroom.
2	Vertical :	Open Elective
3	Type :	Practical
4	Credits :	2 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives(CO): CO 1. Understand Google Workspace and its applications. CO 2. Gain proficiency in key features of Google workspace application. CO 3. Acquire proficiency in Google workspace to collaborate, manage tasks and communicate effectively. CO 4. Leverage possibilities of Google workspace tolls to enhance productivity and streamline workflow.	
8	Course Outcomes (OC): OC 1. Manage email communications with Gmail. OC 2. Schedule and organize meetings and events using Google Calendar. Arrange and attend video meetings with Google Meet, Communicate with others using Google Chat. OC 3. Save , manage, and share files with Google Drive. OC 4. Generate and collaborate documents, spreadsheets and presentations. OC 5. Design Google Forms and collect data for surveys . Generate reports based on the collected data and integrate it with other Google Workspace applications. OC 6. Use Google Classroom to digitally organize, distribute, and gather assignments, course materials, and feedback. OC 7. Navigate confidently and make use of the numerous functionalities of Google Maps. OC 8. Able to design, develop, and maintain informative and visually appealing websites using Google Sites.	
9	Modules:- Module 1:	

1. **Google Workspace & Mastering email communication with Gmail:** Overview of Google Workspace, Setting up a Google account and accessing Google Workspace, Set Profile information and Photo, Send and Receive emails, Organize emails using labels, filters, and stars for easy retrieval and management, Utilize Gmail's advanced features like scheduling emails, snoozing emails, and setting reminders.
 - a. Create a Gmail account. Write a brief email to your friends inviting them to a meeting to discuss a possible industrial visit. Attach a document file with the many options for places to visit.
2. **Google Calendar , Meet and Chat :** Create a new calendar, Create an event in Google Calendar, Set reminders and alarms , Share a Calendar with Other People ,Integrate with Gmail and other apps. Scheduling and managing Google Meet events, Features in Google Meet like screen sharing, chat, annotations and recording, Creating public and private Google Chat rooms ,Inviting and managing participants in Google Chat rooms, Utilizing Chat room features like sharing files, links, and multimedia, pinning messages, and polls.
 - a. Create a new event in Google Calendar for an event happening on a specific date and time. Set a reminder to alert you one day prior to the event. Share your Google Calendar with a specific email address and grant them view-only access.
 - b. Set up a meeting with your project partners, choose the suggested security configurations, and send a meeting invite to the participants via email. Begin the meeting by letting everyone into the meeting room. To demonstrate to them the project's progress, share your screen. Use chats to send brief messages and share relevant documents.
3. **Google Drive :**Managing files and folders in Google Drive, Sharing files and folders with collaborators and setting access permissions.
 - a. Create a project folder in Google drive. Add a PowerPoint presentation detailing project milestones and a Word document with project guidelines to the folder. Share the folder and allow the project team members to edit it.
4. **Google Docs:** Document creation with Google Docs, Apply Basic Formatting to Text , Inserting Images, Creating tables, Format a document with styles, Using Find and Replace, Using Regular Expressions for Advanced Searching, Sharing and Collaborating on files.
 - a. Create a one page document which best describes you. Add the document's heading and page numbers. Make a list of your hobbies using bullet points. Employ formats and typefaces to give the document an elegant look. To highlight your skills, use hyperlinks to other documents in the folder. Include a picture of yourself on the page as well. Add a table with your educational background in it. Write about your positive college experiences by voice typing. After that, translate the document's content into a different language of your choice.
5. **Google Sheets :**Insert, delete and manage sheets , Insert a Function, Format Spreadsheets, Cells, and Ranges, Apply Number Formatting

	<p>and Conditional Formatting, Insert and View Notes, Choose Spreadsheet Settings, Merge Cells, Wrap and Rotate Cell Contents, Inserting Objects in Google Sheets, Sort and Filter Data, Apply Data Validation to Your Sheets, Protect Ranges in a Sheet, Protect a Sheet, Create and Manage Macros.</p> <p>a. Create a Personal budget sheet, list all your expenses and incomes of the month in the sheet. Use sum function to total the income and expenses. Use IF function to find if the budget is in deficit or not.</p>
	Module 2:
	<p>1. Google Slides: Add a Slide to a Presentation, Import Slides from an Existing Presentation, Understanding and Using Views, Work with Text Boxes, Add Audio and Video to a Slide, Insert Shapes and Word Art, Add a Transition and Animations, Edit a Slide Master, Organize the Slides in a Presentation</p> <p>a. Open a new Google Slides presentation titled “Project Presentation”. Add slides to provide a summary of your project. Use themes and transitions to make the slide experience better.</p> <p>2. Google Forms: Create a Form, Choose Settings for a Form, Add Questions to a Form, Add Images to a Question, Add a Video to a Question, Import Questions from an Existing Form, Create a Form with Multiple Sections, Control Progression Based on Answers, Add Collaborators to a Form, Preview and Test a Form, Send a Form to Its Respondents, View the Responses to a Form, Analyse form responses and generate reports.</p> <p>a. Create a Google Form to accept participation entries for the various events your department is organizing on the annual day. Mention the details of event in the form description. Include a dropdown menu to select the events they wish to participate in. Insert relevant multimedia to make the Google Form attractive.</p> <p>b. Create an online evaluation quiz using Google Form. Include a variety of question formats, such as ones with pictures, videos, etc. Assign points to the questions. Share the link with your friends and check out the the summary of the responses.</p> <p>3. Google Classroom: Create and set up a Google Classroom, Add Students and Co-Teachers, Using Google Classroom to share resources, Create assignment, Set due dates and points, Use rubrics for grading, Integrate quizzes created using Google Form with Google Classroom.</p> <p>a. Create a Google Classroom for a certain subject that includes a range of topics, resources, and activities. Include resources for each topic, such as Word docs, PowerPoints, and YouTube links. Include elements that encourage participation and interaction, such as assignments and discussions.</p> <p>4. Google Maps: Search on Maps, Different Map Views (Satellite, Terrain, Street View), Customizing Maps, Get to your destination, Sharing Maps with Others.</p> <p>a. Use google maps to explore local landmarks in your area. Find directions from your current location to a nearby restaurant. Use Maps to check the places you have visited on a particular day.</p>

	<p>5. Google Sites: Creating and building simple websites using Google Sites, Adding content, images, and widgets to websites.</p> <p>a. Assume you runs a small business. Create a visually appealing website which includes the following pages: Home page , About the business, Products page, Announcement of discounts.</p>
10	<p>Text Books and Online Resources</p> <ol style="list-style-type: none"> 1. Hart-Davis, G. (2021). Teach Yourself Visually Google Workspace. Visual. 2. https://support.google.com/a/users#topic=9247638 3. https://support.google.com/edu/classroom#topic=10298088 4. https://support.google.com/maps/?hl=en#topic=9729258
11	<p>Reference Books</p> <ol style="list-style-type: none"> 1. Team, Z. (2017). The Ultimate Guide to G-Suite. Lean Pub G-Suite. 2. Iyer, b. (2022). Google workspace user guide: a practical guide to using google apps efficiently while integrating them with your data.

VSC/SEC

Programme Name: B. Com. (Management Studies)

Course Name: Information Technology in Business Management

Total Credits: 02

Total Marks :50

University assessment :30

College assessment :20

Course Objectives:

- a) To learn basic IT concepts and its role in management of business.
- b) To understand the basic concepts of Email, Internet and other domains
- c) To identify security aspects of Information Technology in Business and to mitigate them

Course Outcomes

CO1) Learners will be acquainted to different applications of Information technology in business.

CO2) Learners will develop the professional email drafting skills.

CO3) Develop learners understanding of the recent technologies and business model.

Module 1

Unit 1 Introduction to IT Support in Management

- a) Concept of Data, Information, Knowledge, and Database, Success and Failure Case studies of Information Technology, Major Areas of IT Applications in Management, Concept and Applications of Opens Source software,
- b) Introduction to Writing Professional Mails, Creating Digitally signed documents, emailing merged documents, Introduction to Bulk email software, Use of Microsoft Outlook – Configuring Outlook, Creating and Managing profile in Outlook,

Module 2

Unit 2 Emergence of E- commerce and M-Commerce

- a) Definition and features of E- commerce and Mobile Commerce, Business Models of e-commerce – B2B, B2C, B2G, E Governance.
- b) Internet Technology – Basic concepts of Internet, Intranet, Extranet, Introduction to Artificial Intelligence, Machine Learning and Chat GPT, cyber Security threats and Measures,

References

- ***Information Technology for Management, by Efraim Turban, Doothy Leinder Ephraim Mclean, James Whether be, 6th Edition.***
- ***E- commerce – An Indian Perspective, by Hill Joseph, Tata Mc Grow Hill.***
- ***Information Technology and its Applications in Business By Reema Thareja, Oxford University Press***
- ***Information Technology In Business Management, by Mukesh Dhunna and J.B.Dixit, Laxmi Publications Pvt Limited***
- ***Microsoft Outlook: A Complete Guide from Beginner to Advanced to Learn Outlook's Useful Tips and Tricks for Email Management, Inbox Organization, and More Paperback by Kurt A. Prescott (2023)***
- ***Dixit, M. D. (2015). Information Technology in Business Management . Laxmi Publications Pvt Limited .***
- ***Efraim Turban, L. V. (2013). Information Technology for Management. Wiley.***
- ***Joseph, H. (2019, 6th Edition). E- commerce An Indian Perspective. Tata Mc Graw Hill.***
- ***Kavanagh, P. (2004). Open Source Software . Digital Press .***
- ***Manzoor, D. A. (2012). Information Technology in Business . USA: CreateSpace Independent Publishing Platform.***
- ***Mehrotra, D. D. (2019). Basics of Artificial Intellegence and Machine Learning . Chennai: Notion Press .***
- ***Thareja, R. (2018). Information Technology and Its Apllication in Business . Oxford University Press***

VSC/ SEC
Programme Name: B. Com. (Management Studies)

Course Name: Business Start-up Skills

Total Credits: 02

Total Marks :50

University assessment :30

College assessment :20

Learning Objectives

- a) To make students understand new venture creation opportunities, its resources, and requirements for Business Start-up.
- b) To encourage the students to adopt, adapt and innovate the strategies for new start-ups
- c) To motivate them for the survival of the fittest in the competitive business environment

Course Outcome

CO1) Students will understand the opportunities with regards to Business Start-ups

CO2) The students will learn about the various sources of finance for a new venture

CO3) Learners will inform about the role of central/state government in promoting entrepreneurship

CO4) Students will learn about the survival and growth strategies of start-ups

CO5) Students will be encouraged to come up with innovative ideas for start-up enterprise.

Module 1:

Unit 1: Introduction to Business Start-ups

- a. Introduction of Industry 4.0 and Industry 5.0 - Concept and features of Business Start-ups- Business Start-ups Ecosystem- Factors responsible for the growth of Business Start-ups in the Indian economy
- b. Competencies required for budding entrepreneurs - Essential Traits to become a successful budding entrepreneur - Women entrepreneurs and challenges before women entrepreneurs

Module 2:

Unit 2: Initiatives to encourage Business Start-ups

- a. The six forces of change- Government initiatives to encourage the Business Start-ups in India- Challenges faced by the Business Start-ups- Sources of funds and role of banking sector in development of Business Start-ups
- b. Start-ups Success and Failure stories (Case studies)- Introduction to functioning of Incubation Centre/ Entrepreneurial Development Cell – Ideations and Planning for business start-ups Initiatives taken by the educational institutions to encourage Business Start-ups (Practical /Activities)

References:

- ***Norman M. Scarborough & Jeffery R. Cornwall, Essentials of Entrepreneurship and Small Business Management, 9th Edition, Prentice Hall, 2018.***
- ***Howard Frederick, Allan O'Connor, & Donald F. Kuratko, Entrepreneurship: Theory, Process and Practice, 4th Edition, Cengage Learning, 2016.***
- ***Vasant Desai, Entrepreneurship Management, 1st Edition, Himalaya Publishing House, 2013.***
- ***Madhurima Lal, Entrepreneurship, 1st Edition, Excel Publications, 2012.***
- ***Eric Ries, The Lean Start-up: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, 1st Edition, Crown Publishing, 2011.***
- ***Madhukar Shukla, Social Entrepreneurship in India, 1st Edition, SAGE Publications India Pvt Ltd., 2020.***
- ***Peter Thiel & Blake Masters, Zero to One: Notes on Start Ups, or How to Build the Future, Random House, 2014***
- ***Anjan Raichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.***
- ***Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017C***

AEC - Business Communication Skills I (AEC - BCS)

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to:	Business Communication Skills I (B.M.S) Business communication is an integral part of the commercial and corporate world. The growth of commercial organizations is directly linked to the effectiveness of their methods of communication with all their stakeholders. The success of an organization is also closely linked to its image building. As a discipline, business communication has changed diametrically and exponentially because of the rapid changes in information technology. In this scenario, it is imperative that all corporate professionals should have command over the various dimensions of business communication including the intentional and unintentional, the verbal and non-verbal, the in-person and the digital. The systematic study of business communication prepares the learners to become capable entrepreneurs, professionals, team-members and managers in today's competitive, networked and digitized business world.
2	Vertical :	Ability Enhancement Course
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks

7	Course Objectives: <ol style="list-style-type: none"> 1. To make learners familiar with the basics of business communication theory. 2. To make learners aware of digital communication for personal and business use. 3. To improve learners' understanding of verbal and non-verbal communication. 4. To enable learners with effective business correspondence skills.
8	Course Outcomes: At the end of the course, learners will be able to: <ol style="list-style-type: none"> 1. Understand the basics and significance of business communication theory. 2. Adapt to and use digital communication methods for personal and business purposes. 3. Grasp and effectively use the nuances of verbal and non-verbal communication. 4. Improve their skills in business correspondence.
9	Modules:- Per credit One module can be created
	Module 1: Introducing the Theory of Business Communication (15 Lectures)
	<ol style="list-style-type: none"> 1. Concept of Communication <ul style="list-style-type: none"> - Definition and meaning of communication - Process of communication - Need of communication - Feedback 2. Communication at the Workplace <ul style="list-style-type: none"> - Channels of communication: Downward, Upward, Horizontal, Grapevine - Methods of communication: Verbal and non-verbal 3. Impact of Digital Technology on Communication <ul style="list-style-type: none"> - Internet-enabled communication; Email - Social media: FaceBook, Twitter, Instagram, WhatsApp

	Module 2: Business Correspondence (15 Lectures)
	<ol style="list-style-type: none"> 1. - Parts of a business letter - Layouts of a business letter 2. - Job application with bio-data - letter of appointment - letter of appreciation - letter of resignation 3. - Emails: Job application via email - writing and responding to official emails
10	Text Books: N.A.
11	Reference Books: <ol style="list-style-type: none"> 1. Ashley, A. <i>A Handbook of Commercial Correspondence</i>. New Delhi: Oxford University Press, 1992. 2. Aswalthapa, K. <i>Organisational Behaviour</i>. Mumbai: Himalaya Publications, 1991. 3. Balan, K.R. and Rayudu, C. S. <i>Effective Communication</i>. New Delhi: Beacon Books, 1996. 4. Bangh, L. Sue, Fryar, Maridell and Thomas David A. <i>How to Write First Class Business Correspondence</i>. N.T.C. Publishing Group USA, 1998. 5. Benjamin, James. <i>Business and Professional Communication Concepts and Practices</i>. New York: Harper Collins College Publishers, 1993. 6. Britt, Deborah. <i>Improving Business Communication Skills</i>. Kendall Hunt Publishing Co., 1992. 7. Bovee Courtland, L. and Thrill, John V. <i>Business Communication Today</i>. McGraw Hill, New York, Taxman Publication, 1989. 8. Drucher, P.F. <i>Technology, Management and Society</i>. London: Pan Books, 1970. 9. Eyre, E.C. <i>Effective Communication Made Simple</i>. Kolkata: Rupa and Co., 1985. 10. Ecouse, Barry. <i>Competitive Communication: A Rhetoric for Modern Business</i>. New Delhi: OUP, 1999. 11. Fisher, Dalmar. <i>Communication in Organisation</i>. Mumbai: Jaico Publishing House, 1999. 12. Frailley, L.E. <i>Handbook of Business Letters</i>. Revised Edn. New Jersey: Prentice Hall Inc., 1982. 13. Flyn, Nancy. <i>The Social Media Handbook</i>. Wiley, 2012. 14. Gartside, L.E. <i>Modern Business Correspondence</i>. Plymouth: McDonald and Evans Ltd, 1980. 15. Ghanekar, A. <i>Communication Skills for Effective Management</i>. Pune: Everest Publishing House, 1996. 16. Labade, Sachin, Katre Deepa et al. <i>Communication Skills in English</i>. Orient Blackswan, Pvt Ltd, 2021. 17. Shainesh, G. and Githa Heggde. <i>Social Media Marketing: Emerging Concepts and Applications</i>. Springer Nature Singapore, 2018.

Name of the Course: **Environmental Management & Sustainable Development -I**

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	<p>Environmental awareness transcends academic boundaries. This course transcends academic boundaries, equipping you with a foundational understanding of ecosystems, biodiversity, and the human impact on natural resources and climate. Students will learn about critical issues like pollution and explore solutions for a sustainable future.</p> <p>The knowledge you gain here connects with diverse fields such as biology, economics, and even engineering. It is a foundation for further exploration in environmental science, conservation biology, and environmental policy.</p> <p>This course ignites your interest in environmental issues and opens doors to exciting careers in environmental management, conservation, and sustainable development – fields with growing demand across industries.</p> <p>Prepare for an interactive learning experience through engaging lectures, stimulating group discussions, and insightful case studies examining real-world environmental challenges and solutions.</p>
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	2 credits / (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. To create and disseminate knowledge to the students about environmental problems at local, regional and global scale. 2. To introduce about ecosystems, biodiversity and to make aware for the need of conservation. 3. To sensitize students towards environmental concerns, issues, and impacts of	

	<p>human population.</p> <p>4. To prepare students for successful career in environmental departments, research institutes, industries, consultancy, and NGOs, etc.</p>
8	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Use principles of Environmental Science for explaining sustainable development and its related ethical concerns 2. Display scientific perspective for issues confronting our present day environment. 3. Analyze the national and global environmental issues relating air, water, soil, and land use, biodiversity, and pollution. 4. Explain the Role of an individual in relation to human population and environmental pollution.
9	<p>Modules:-</p> <p>Unit I: Ecosystems, Biodiversity and Conservation (8 lectures)</p> <p>Introduction, structure, and function of ecosystems; Energy flow: food chains, food webs and ecological succession. Case studies of the following:</p> <ol style="list-style-type: none"> a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) <ol style="list-style-type: none"> 1. Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns 2. India as a mega-biodiversity nation; Endangered and endemic species of India 3. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. 4. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value. <p>Unit II: Natural Resources and Sustainable Development (7 lectures)</p> <p>Overview of natural resources: Definition of resource; Classification of natural resources- biotic and abiotic, renewable and non-renewable.</p> <p>Biotic resources: Major type of biotic resources- forests, grasslands, wetlands, wildlife and aquatic (fresh water and marine); Microbes as a resource; Status and challenges.</p> <p>Water resources: Types of water resources- fresh water and marine resources; Availability and use of water resources; Environmental impact of over-exploitation, issues and challenges; Water scarcity and stress; Conflicts over water.</p> <p>Soil and mineral resources: Important minerals; Mineral exploitation; Environmental problems due to extraction of minerals and use; Soil as a resource and its degradation.</p> <p>Energy resources: Sources of energy and their classification, renewable and non-renewable sources of energy; Conventional energy sources- coal, oil, natural gas, nuclear energy;</p>

	<p>Non-conventional energy sources- solar, wind, tidal, hydro, wave, ocean thermal, geothermal, biomass, hydrogen and fuel cells; Implications of energy use on the environment.</p> <p>Introduction to sustainable development: Sustainable Development Goals (SDGs)-</p>
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	targets and indicators, challenges and strategies for SDGs.
	Unit III: Human Communities and the Environment (8 lectures)
	<ol style="list-style-type: none"> 1. Human population growth: Impacts on environment, human health and welfare. 2. Resettlement and rehabilitation of project affected persons; case studies. 3. Disaster management: floods, earthquake, cyclones and landslides. 4. Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan. 5. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. 6. Environmental communication and public awareness, case studies (e.g. CNG vehicles in Delhi).
	Unit IV: Environmental Issues; Local, Regional, and Global (7 lectures)
	<p>Environmental issues and scales: Concepts of micro-, meso-, synoptic and planetary scales; Temporal and spatial extents of local, regional, and global phenomena.</p> <p>Pollution: Impact of sectoral processes on Environment, Types of Pollution- air, noise, water, soil, municipal solid waste, hazardous waste; Transboundary air pollution; Acid rain; Smog.</p> <p>Land use and Land cover change: land degradation, deforestation, desertification, urbanization.</p> <p>Biodiversity loss: past and current trends, impact.</p> <p>Global change: Ozone layer depletion; Climate change.</p>
10	Text Books <ol style="list-style-type: none"> 1. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006. 2. Odum, E.P., Odum, H.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders. 3. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi. 4. Chiras, D. D and Reganold, J. P. (2010). Natural Resource Conservation: Management for a Sustainable Future. 10th edition, Upper Saddle River, N. J. Benjamin/Cummins/Pearson. 5. John W. Twidell and Anthony D. (2015). Renewable Energy Sources, 3rd Edition, Weir Publisher (ELBS) 6. Singh, J.S., Singh, S.P. & Gupta, S.R. 2006. Ecology, Environment and Resource Conservation. Anamaya Publications https://sdgs.un.org/goals 7. Down to Earth, Centre of Science and Environment ®. 8. Hawkins R. E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay ®. 9. Harper, Charles L. (2017) Environment and Society, Human Perspectives on Environmental Issues 6th Edition. Routledge. 10. Rajagopalan, R. (2011). Environmental Studies: From Crisis to Cure. India: Oxford University Press. 11. Harris, Frances (2012) Global Environmental Issues, 2nd Edition. Wiley-Blackwell.

11	Reference Books <ol style="list-style-type: none"> 1. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt. 2. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press. 3. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge. 4. Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
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| | <ol style="list-style-type: none">5. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.6. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.7. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders.8. Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton.9. World Commission on Environment and Development. 1987. Our Common Future. Oxford University Press. |
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INDIAN KNOWLEDGE SYSTEM

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Introduction, relevance, Usefulness, Application, interest, connection with other courses, demand in the industry, job prospects etc.
2	Vertical :	Major/Minor/Open Elective /Skill Enhancement / Ability Enhancement/Indian Knowledge System (Choose By $\sqrt{}$)
3	Type :	Theory / Practical
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) <ol style="list-style-type: none"> 1. To sensitize the students about context in which they are embedded i.e. Indian culture and civilisation including its Knowledge System and Tradition. 2. To help student to understand the knowledge, art and creative practices, skills and values in ancient Indian system. 3. To help to study the enriched scientific Indian heritage. 4. To introduce the contribution from Ancient Indian system & tradition to modern science & Technology. 	
8	Course Outcomes: (List some of the course outcomes) <ol style="list-style-type: none"> 1. Learner will understand and appreciate the rich Indian Knowledge Tradition 2. Lerner will understand the contribution of Indians in various fields 3. Lerner will experience increase subject-awareness and self-esteem 4. Lerner will develop a comprehensive understanding of how all knowledge is ultimately intertwined 	
9	Modules:-	
	Module 1: (10 Hours)	
	<ol style="list-style-type: none"> 1. Introduction to IKS (What is knowledge System, Characteristic Features of Indian Knowledge System) 2. Why IKS? (Macaulay's Education Policy and its impact, Need of revisiting Ancient Indian Traditions) 3. Scope of IKS (The Universality of IKS (from Micro to Macro), development form Earliest times to 18th Century CE) 4. Tradition of IKS (Ancient Indian Education System: Home, Gurukul, Pathashala, Universities and ancient educational centres) 5. Relevant sites in the vicinity of the Institute (Water Management System at Kanheri, Temple Management of Ambarnath, etc.) 	

	Module 2: (10 Hours)																
	<ol style="list-style-type: none"> 1. Medicine (Ayurveda) 2. Alchemy 3. Mathematics 4. Logic 5. Art of Governance (Arthashastra) 																
	Module 3: (10 Hours) (Select Any FIVE out of the following)																
	<table> <tr> <td>1. Aesthetics</td><td>9. Yoga and Wellbeing</td></tr> <tr> <td>2. Town Planning</td><td>10. Linguistics</td></tr> <tr> <td>3. Strategic Studies</td><td>11. Chitrastuta</td></tr> <tr> <td>4. Krishi Shastra</td><td>12. Architecture</td></tr> <tr> <td>5. Vyakaran & Lexicography</td><td>13. Taxation</td></tr> <tr> <td>6. Natyashastra</td><td>14. Banking</td></tr> <tr> <td>7. Ancient Sports</td><td>15. Trade and Commerce</td></tr> <tr> <td>8. Astronomy</td><td></td></tr> </table>	1. Aesthetics	9. Yoga and Wellbeing	2. Town Planning	10. Linguistics	3. Strategic Studies	11. Chitrastuta	4. Krishi Shastra	12. Architecture	5. Vyakaran & Lexicography	13. Taxation	6. Natyashastra	14. Banking	7. Ancient Sports	15. Trade and Commerce	8. Astronomy	
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6. Natyashastra	14. Banking																
7. Ancient Sports	15. Trade and Commerce																
8. Astronomy																	
10	Reference Books <ol style="list-style-type: none"> 1. Concise history of science in India- D.M. Bose, S.N Sen, B.V. Subbarayappa. 2. Positive sciences of the Ancient Hindus- Brajendranatha seal, Motilal Banrasidas, Delhi 1958. 3. History of Chemistry in Ancient India & Medieval India, P.Ray- Indian Chemicals Society, Calcutta 1956 4. Charaka Samhita- a scientific synopsis, P. Ray & H.N Gupta National Institute of Sciences of India, New Delhi 1965. 5. MacDonnell A.A- History of Sanskrit literature 6. Winternitz M- History of Indian Literature Vol. I, II & III 7. Dasgupta S.N & De S.K- History of Sanskrit literature Vol. I. 8. Ramkrishna Mission- cultural heritage of India Vol. I, II & III. 9. Majumdar R. C & Pushalkar A.D- History & culture of the Indian people, Vol. I, II & III. 10. Keith A.B- History of Sanskrit literature. 11. Varadachari V- History of Sanskrit literature Chaitanya Krishna- A new History of Sanskrit 																

CC - Introduction to Sports,Physical literacy,Health and Fitness and Yoga (SPORTS)

1.10 Course Structure

Credits: 02

Lectures: 30

Marks: 50

Unit Number	Title of the Unit	No. of Lecture	No. of Credits
1	Introduction to Sports, Physical Literacy, Health & fitness and Yoga 1.1 Meaning and Definition of Sports, Physical Literacy, Health & Fitness and Yoga 1.2 Aim, Objectives & Importance of Sports, Physical Literacy, Health & Fitness and Yoga 1.3 History of Sports, Physical Literacy, Physical Education and Yoga 1.4 Modern trends of Sports, Physical Literacy, Health & Fitness and Yoga	15	1

2	Introduction to Structure of Sports associations, Fitness Training & Yogic Asanas 2.1 Various government schemes, awards and famous sports personalities 2.2 Sports Structure of Sports Federations, Khelo India, Sports Tournaments of University of Mumbai and Indian Olympic Association 2.3 Fundamental Principles of Fitness training and Yoga 2.4 Components of health related and skill related physical fitness 2.5 Types of Yogic practices – Asanas, Pranayama and Meditation	15	1
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References –

1. Bucher, C. A. (n.d.) Foundation of physical education. St. Louis: The C.V. Mosby Co. Deshpande, S. H. (2014). Physical Education in Ancient India. Amravati: Degree college of Physical education.
2. Mohan, V. M. (1969). Principles of physical education. Delhi: Metropolitan Book Dep. Nixon, E. E. & Cozen, F.W. (1969). An introduction to physical education. Philadelphia: W.B. Saunders Co.
3. William, J. F. (1964). The principles of physical education. Philadelphia: W.B. Saunders Co.
4. Coalter, F. (2013) Sport for Development: What game are we playing? .Routledge.
5. Singh Hardayal (1991), Science of Sports Training, DVS Publication, New Delhi
6. Muller, J. P.(2000). Health, Exercise and Fitness. Delhi : Sports.
7. Russell, R.P.(1994). Health and Fitness Through Physical Education. USA : Human Kinetics.
8. Uppal, A.K. (1992). Physical Fitness. New Delhi : Friends Publication.
9. Nagendra, H. R. & Nagarathna, R. (2002). Samagra Yoga Chikitse. Bengaluru: Swami Vivekananda Yoga Prakasana.
10. Kumar, Ajith. (1984) Yoga Pravesha. Bengaluru: Rashtrothanna Prakashana.
11. D.M Jyoti, Yoga and Physical Activities (2015) lulu.com3101, Hills borough, NC27609, United States
12. D.M Jyoti, Athletics (2015) lulu.com3101, Hills borough, NC27609, United States
13. Gharote, M. L. & Ganguly, H. (1988). Teaching methods for yogic practices. Lonawala: Kaivalyadhama.
14. Pinto John and Roshan Kumar Shetty (2021) Introduction to Physical Education, Louis Publications, Mangalore
15. Shekar, K. C. (2003). Yoga for health. Delhi: Khel Sahitya Kendra.
16. Amit Arjun Budhe, (2015) Career aspects and Management in Physical Education, Sports Publication, New Delhi
17. Pinto John and Ramachandra K (2021) Kannada Version, Daihika Shikshanada Parichaya, Louis

UNIVERSITY OF MUMBAI**Semester I****NSS CC****Sub: - Introduction to National Service Scheme****Credits: 02****Marks:50**

Unit Number	SEMESTER 1 Title of the Unit	No. of Lecture
1	Introduction to National Services Scheme NSS- History,Philosophy & Need of Emergence Aims, Objectives, Motto and Emblem of NSS, NSS Theme Song Organizational Structure of NSS-Hierarchy at different levels (National,State,University,College) Roles and Responsibilities of Program Officer Financial Provisions -Grant in Aid for NSS Advisory committees & their functions	15
2	NSS Programmes and Activities (Regular activities) NSS Programmes and Activities (Special Camp activities) Yearly Action Plan of NSS Unit Volunteerism– Meaning, definition, basic qualities of volunteers, need of volunteerism for National development. Opportunities in NSS for Volunteers (Various Camps) Report Writing	15

CC - Introduction to Cultural Activities (CULTURAL)

Modules at Glance Semester I

Module No.	Unit	Content	No. of Hours
1	I	Overview to Cultural Activities	05
	II	History of Student Cultural Activities	05
2	III	Forms / Types of Literary and Fine Arts Activities and its Applied Skills	10
	IV	Forms / Types of Performing Arts Activities and its Applied Skills	10
Total No. of Hours			30

Module No.	Unit	Content	No. of Hours
1	I	1.1 Overview to Cultural Activities <ul style="list-style-type: none"> • Definition of culture and its manifestations • Understanding cultural diversity and inclusivity • The role of cultural activities in preserving heritage • Overview of Indian cultural practices • Overview of global cultural practices 	05
	II	2.1 History of Student Cultural Activities <ul style="list-style-type: none"> □ Role of student cultural activities □ History of student cultural activities in India 	05

		<ul style="list-style-type: none"> • Role of AIU in preserving cultural heritage of India • History of student cultural activities in Maharashtra • Student Cultural activities at University of Mumbai 	
2	III	<p>3.1 Forms / Types of Literary and Fine Arts Activities and its Applied Skills</p> <p>3.1.1 Various Forms of Literary Arts</p> <ul style="list-style-type: none"> • Elocution: Reading Skills, Soft Skills, Languages, Communication Skills, etc. • Debate: Reading Skills, Soft Skills, Languages, Communication Skills, etc. • Story Writing: Introduction, Plot, Characterization, Presentation, Relevance, Language Style, etc. • Story Telling: Introduction, Plot, Characterization, Presentation, Relevance, Language Style, etc. • Quiz: General Knowledge skills <p>3.1.2 Various Forms of Fine Arts</p> <ul style="list-style-type: none"> • Painting: Visualization, Delivery of the Subject, Composition, Colour Application, Presentation and Overall Impact • Collage: Visualization, Delivery of the Subject, Handling of Medium, Composition, Presentation and Overall Impact • Poster Making: Visualization, Delivery of the Subject, Presentation, Tagline and Overall Impact • Clay Modeling: Visualization, Delivery of the Subject, Handling of Medium, Composition, Presentation and Overall Impact • Cartooning: Visualization, Delivery of the Subject, Characters, Synchronization, Colour Application, Composition, Presentation and Overall Impact • Rangoli: Visualization, Delivery of the Subject, Colour Scheme, Elements, Presentation and Overall Impact • Mehendi Designing: Originality, Creativity, Decorative Art with Aesthetic Sense, Presentation and Overall Impact 	10

		<ul style="list-style-type: none"> • Spot Photography: Impact, Composition, Technical Quality and Suitability for the Specific Theme • Installation: Visualization, Delivery of the Subject, Handling of Medium, Synchronization, Composition, Presentation and Overall Impact 	
	IV	<p>4.1 Forms / Types of Performing Arts Activities and its Applied Skills</p> <p>4.1.1 Various Forms of Dance</p> <ul style="list-style-type: none"> • Folk Dance: History and Origin of Folk Dance In India, Types and their Uniqueness, Significance of Folk Dance, Folk Dances in Maharashtra • Classical Dance: History of Classical Dance, Types and their Peculiarities, Significance of Classical Dances in India <p>4.1.2 Various Forms of Theatre</p> <ul style="list-style-type: none"> • History of Indian Theatre • Types and their Uniqueness • Significance of Indian Theatre • Various Forms of Theatre: One Act Play, Skit, Mime, Mimicry <p>4.1.3 Various Forms of Music</p> <ul style="list-style-type: none"> • History of Indian Music, • Types and their Uniqueness, • Significance of Music in India • Various Forms of Music: Classical Singing, Light Vocal, Percussion, Non-Percussion, Nattasangeet, Western Vocal, Western Instrumental 	10