

Maharaja Ranjit Singh Punjab Technical University

Bathinda-151001



FACULTY OF COMMERCE AND MANAGEMENT

SYLLABUS

FOR

BACHELOR OF MANAGEMENT STUDIES (BMS)

2024 BATCH ONWARDS

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Semester – I

Subject Code	Subject Name	Contact Hours			Marks			Credit
		L	T	P	Int.	Ext.	Total	
BBMSS1-101	Principles of Management	4	-	-	40	60	100	4
BBMSS1-102	Managerial Economics	4	-	-	40	60	100	4
BBMSS1-103	Organizational Behaviour	4	-	-	40	60	100	4
BBMSS1-104	Accounting And Financial Analysis	4	-	-	40	60	100	4
BBMSS1-105	Fundamentals of Computers	2	-	2	40	60	100	3
BBMSS1-106	Business Communication - I	2	-	2	40	60	100	3
BBMSS1-107	Basic Excel	-	-	4	60	40	100	2
BMNCC0-003	Human Values and Professional Ethics	2	-	-	100	-	100	S/NS*
Total		22	-	8	400	400	800	24

Semester – II

Subject Code	Subject Name	Contact Hours			Marks			Credit
		L	T	P	Int.	Ext.	Total	
BBMSS1-201	Business Statistics	4	-	-	40	60	100	4
BBMSS1-202	Human Resource Management	4	-	-	40	60	100	4
BBMSS1-203	Financial Management	4	-	-	40	60	100	4
BBMSS1-204	Marketing Management	4	-	-	40	60	100	4
BBMSS1-205	Personality Development and Soft Skills	2	-	2	40	60	100	3
BBMSS1-206	Business Communication - II	2	-	2	40	60	100	3
BBMSS1-207	Advance Excel	-	-	4	60	40	100	2
BMNCC0-004	Drug Abuse: Problem, Management and Prevention	2	-	-	100	-	100	S/NS*
Total		22	-	8	400	400	800	24

1ST SEMESTER

PRINCIPLES OF MANAGEMENT

Subject Code – BBMSS1-101

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objectives: The objective of this paper is

1. To deliver basic knowledge to the students about the organisation and management of a business enterprise.
2. To providing an exposure to the concepts, theories and practices in the field of management.
3. To focuses on the basic roles, skills and functions of management.

Course Outcomes After completing the course, student will be able to

1. Understand and explain the concept of management and its managerial perspective.
2. Map complex managerial aspect arises due to ground realities of an organization.
3. Gain knowledge of contemporary issues in Management principles and various approaches to resolve those issues.
4. Understand decision making and applications of theories in decision making.

Unit I (15 Hrs.)

Spectrum of Business Activities, Manufacturing and service sectors. India's experience of liberalization and globalization, Technological innovations and skill development. 'Make in India' Movement. Social Multinational Corporations and Indian transnational companies. Social responsibility and ethics. Emerging opportunities in business; Franchising, Outsourcing, and E-commerce.

Unit II (12 Hrs.)

The Process of Management: Planning; Decision-making; Strategy Formulation. Organizing: Basic Considerations; Departmentation – Functional, Project, Matrix and Network; Delegation and Decentralisation of Authority; Dynamics of group behaviour.

Unit III (18 Hrs.)

Change Management: Resistance to change and strategies to manage change, conflict levels, causes and resolution. Functional and Dysfunctional aspects of conflict. Emerging issues in management.

Unit IV (15 Hrs.)

Sole Proprietorship, One Person Company, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative society; Limited Liability Partnership. Choice of Form of Organisation. Entrepreneurial Process- Idea generation, Feasibility study. Basic considerations in setting up a Business Enterprise.

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Suggested Readings:

1. Singh, B.P. & Chhabra, T.N., Business Organisation and Management, Sun India Publications, New Delhi.
2. Shankar, Gauri; Modern Business Organisation, Mahavir Book Depot, New Delhi.
3. Tulsian, P.C.; Business Organisation & Management, Pearson Education, New Delhi
4. Tripathi, P.C.; Principles of Management, Tata McGraw Hill Publishing, New Delhi.
5. Barry, Jim, Chandler, John, Clark, Heather; Organisation and Management, Thompson Learning, New Delhi.
6. Bushkirk, R.H.; Concepts of Business: An Introduction to Business System, Dryden Press, NY.
7. Douglas, MCgregor.; The Human Side of Enterprise, McGraw Hill, New York.
8. Kotler, Philip; Marketing Management: Analysis, Planning, Implementation & Control, Prentice-Hall of India, New Delhi.
9. Robbins, Stephen P.; Business Today: New World of Business, Harcourt College Publishers, Fortworth.

MANAGERIAL ECONOMICS

Subject Code – BBMSS1-102

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objective: Objective of the course is

1. To acquaint the students with the concepts of micro economics dealing with consumer behaviour
2. To make them understand the supply side of the market through the production and cost behaviour of firms.

Course Outcomes After completing this course, students will be able to:

1. Understand and explain the basic concept of economics.
2. Understand its managerial perspective including the real insight of the consumer's economic behavior
3. Estimate the demand for the new product as well as changes in the existing products.
4. Acquaint students with the concept of production functions and analysis.

Unit I (15 Hrs.)

Micro Economics: Meaning, Nature, Scope and Limitations, Role of managerial economics in decision Making. Basic concepts: Marginal and Incremental Principles, Opportunity Cost, Equilibrium Utility: Cardinal Utility Approach: Diminishing Marginal Utility; Ordinal Utility Approach, Indifference Curve, Properties, Consumer Equilibrium and Marginal Rate of Substitution.

Unit II (15 Hrs.)

Demand and Supply: Determinants of demand, movements vs. shift in demand curve, Determinants of Supply, Movement along a supply curve vs. shift in supply curve; -Market equilibrium and price determination. Elasticity of demand and supply. Application of demand and supply. Demand for factors. Supply of factor, backward bending supply curve for labor concepts of economic rent; Functional Distribution of Income

Unit III (15 Hrs.)

Production and Cost: Production: Firm as an agent of production. Concepts of Production function. Law of variable proportions; Isoquants; Return to scale. Economics and Diseconomies of scale. **Costs:** Costs in the short run. Costs in the long run, Profit maximization and cost minimization. Equilibrium of the firm, Technological Change: the very long run.

Unit IV (15 Hrs.)

Perfect Competition: Assumption; Theory of a firm under perfect competition; Demand and Revenue; Equilibrium of the firm in the short run and long run, The long run industry supply

curve: increasing, decreasing and constant cost industry. Allocation efficiency under perfect competition

Monopoly: Short-run and long-run equilibrium of monopoly firm; Concept of supply curve under monopoly; Allocation inefficiency and dead-weight loss monopoly; Price discrimination.

Imperfect Competition: Monopolistic Competition: Assumption; Short – run Equilibrium; Long run Equilibrium; Concepts of excess capacity; Empirical relevance. Oligopoly: Causes for the existence of oligopolistic firms in the market rather than perfect Competition; Cooperative vs. Non cooperative Behaviour and dilemma of oligopolistic firms.

Suggested Readings:

1. Salvatore, D. Schaum's, Outline of Theory and Problems of Microeconomic Theory, McGraw-Hill, International Edition, New Delhi.
2. Ahuja, H.L., Business Economics, S. Chand & Co., New Delhi.
3. Pindyck, R.S., and D.L. Rubinfeld, Microeconomics, Prentice-Hall of India Pvt. Ltd.
4. Deepashree, Business Economics, Ane Books Pvt. Ltd., New Delhi.
5. Varian, H.R., Intermediate Microeconomics: A Modern Approach, Affiliated East-West Press, New Delhi.

ORGANIZATIONAL BEHAVIOUR

Subject Code – BBMSS1-103

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objectives The main aim of this course is:

1. To provide understanding of basic concepts of Human behavior in an organization
2. To learn Theories and techniques in the field of Human behaviour
3. To understand human interactions in an organization
4. To understand Organizational culture

Course Outcomes After completing this course, students will be able to:

1. Analyze individual and group behavior
2. Understand of implications of organizational behavior on the process of management.
3. Explain the terminology associated with organizational behavior
4. Incorporate and apply the predominant organizational behavior theories to gain knowledge of contemporary issues in organizational behavior and frameworks to work with real life organizational issues concerned with Human Behavior at work place.

UNIT-I (15 Hrs)

Introduction: Meaning of Organizational Behavior and Its Relevance in today's Business Environment, Contributing Disciplines to Organization Behavior (OB), Role of OB in Management Practices, Challenges and Opportunities for OB. Individual Behavior in Organization: Foundation of Individual Behavior, Understanding Self. Perception: Nature, Importance, Perceptual Selectivity, Stereotyping, Halo Effect, Learning and its Theories

UNIT-II (15 Hrs)

Attitudes: Importance, Components and Major Job Attitude. Personality: Concept, Self-esteem, Major Determinants of Personality. Motivation: Definition, Types, Theories of Work Motivation given by Maslow, Herzberg and McGregor

UNIT-III (15 Hrs)

Leadership: Nature Significance & Theories; Leadership Effectiveness Model; Leadership in Indian Culture; Leadership Traits & Skills; Behavioural Styles in Leadership. Transactional Analysis Dynamics of Managerial Leadership: Nature, Leadership Styles, Trait, Behavioural, Contingency Theories.

UNIT-IV (15 Hrs)

Group Behavior in Organization: Group Dynamics, Types of Groups, Group Roles, Group Cohesiveness, Group Development and Facilitation. Understanding Work Teams and Types of Team, Creating Effective Team Organization Culture: Functions of Organization Culture, Types of Culture, Managing Cultural Diversity Conflict Management: Definition of Conflict,

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Transitions in Conflict thought; Functional vs Dysfunctional Conflict; Conflict Process; Managing Organizational Conflict.

Recommended Books

1. Robbins, 'Organization Behaviour', Pearson Education
2. Luthans, 'Organization Behaviour', Tata McGraw Hill
3. Hersey, 'Management of Organizational Behaviour', Prentice Hall India
4. Aswathappa, 'Organization Behaviour', Himalaya Publications
5. L.M. Prasad, 'Organisation Behaviour', Sultan Chand & Sons

MRSPTU

ACCOUNTING AND FINANCIAL ANALYSIS

Subject Code – BBMSS1-104

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course objective: The objective of this paper is

1. To help students to acquire conceptual knowledge of the financial accounting
2. To impart skills for recording various kinds of business transactions.
3. To make the student familiar with generally accepted accounting principles of financial accounting.
4. To study applications of accounting principles in business organizations excluding corporate entitles.

Course Outcomes After completing of this course, the student will be able to:

1. Learning accounting standards and other regulatory pronouncements that address accounting for inter-entity relationships
2. Providing an understanding of the concepts which underlie group accounting practice
3. Demonstrating mastery of Fund Flow statements and cash statements.
4. Preparing consolidated financial statements.

Unit I (15 Hrs.)

Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting, information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis. The nature of financial accounting principles – Basic concepts and conventions. Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India.

Unit II (15 Hrs.)

Business Income: Measurement of business income-Net income: the accounting period, the continuity doctrine and matching concept. Objectives of measurement. Revenue: concept, revenue recognition principles, recognition of expenses. Accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation.

Unit III (15 Hrs.)

Inventories: Meaning. Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods: FIFO, LIFO and Weighted Average. Consignment: Features, Accounting treatment in the books of the consignor and consignee. Accounting for Inland Branches: Dependent branches and Ascertainment of Profit by Debtors Method & Stock and Debtors Method.

Unit IV (15 Hrs.)

Computerized Accounting System (using any popular accounting software); Creation of Vouchers; recording transactions; preparing reports, cash book, bank book, ledger accounts, trial balance, Profit and loss account, Balance Sheet.

Suggested Readings:

1. Lal, Jawahar and Seema Srivastava, Financial Accounting, Himalaya Publishing House.
2. Monga, J.R., Financial Accounting: Concepts and Applications, Mayoor Paper Backs, New Delhi.
3. Shukla, M.C., T.S. Grewal and S.C.Gupta. Advanced Accounts. Vol.-I. S. Chand & Co., New Delhi.
4. S. N. Maheshwari, Financial Accounting, Vikas Publication, New Delhi. T.S, Grewal, Introduction to Accounting, S. Chand and Co., New Delhi
5. P.C. Tulsian, Financial Accounting, Tata McGraw Hill, New Delhi.
6. Bhushan Kumar Goyal and HN Tiwari, Financial Accounting, Vikas publishing House, New Delhi.
7. Jain, S.P. and K.L. Narang. Financial Accounting. Kalyani Publishers, New Delhi.
8. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi
9. Goldwin, Alderman and Sanyal, Financial Accounting, Cengage Learning
10. Horn green, Introduction to Financial Accounting, Pearson Accounting

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FUNDAMENTALS OF COMPUTERS

Subject Code – BBMSS1-105

**L T P C
2 0 2 3**

Duration: 60 Hrs.

Course Objectives The main aim of this course is:

1. To familiarize the students with computer and its applications in the relevant fields and exposes them with its utility.
2. To investigate emerging technology used in computers for business.
3. To learn internet resources and computer technology

Course Outcome After completing this course, the students will be able to:

1. Understand the concepts of computer and various software related to it.
2. Learn the use of Word Processing tools and presentation tools which helps in different type of analysis and projection of reports related to the business management.
3. Achieve hand on experience with computer software which to enhance business activities and helps in planning and coordinating different activities of the company.
4. Analyse the steps, tools and security considerations needed create an E- commerce model.

UNIT-I (15 Hrs)

Introduction to World Wide Web: Concepts of Web Technology, Web Browsers, Internet and Intranet, Various applications of Internet such as Search Engines, Email, Information gathering, Telnet, FTP etc. Web designing using HTML and DHTML

UNIT-II (15 Hrs)

Word Processing Tools: Overview, Creating, Saving, Opening, Importing, Exporting & Inserting files. Formatting Pages, Paragraphs and Sections. Indents and outdates. Creating lists and numbering. Heading Styles, Fonts and size editing, positioning & viewing text. Finding & replacing text, inserting page breaks, page numbers, book marks, symbols & dates. Header, Footer & Printings Presentation Tools: Presentation Basics Menus & Toolbars. Opening & Saving & existing presentation creating & Saving a presentation, Design Template Blank Presentation. Slide show, Printing slides

UNIT-III (15 Hrs)

Database Systems: Database approach, Advantages of Database approach, Database Management Systems(DBMS), Components of DBMS Environment, Advantages and Disadvantages of DBMS, Types of Database. Database Architecture: Design and Data Modeling - Hierachial Model, Network model, Relational model, Object Oriented Model

UNIT-IV (15 Hrs)

Introduction to E-Commerce: Defining Commerce; Main Activities of E- Commerce; Benefits of **Computer** E-Commerce; Broad Goals of E-Commerce; Main Components of E-Commerce;

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Functions of E- Commerce, Process of E-Commerce; Types of E-Commerce; Role of Internet and Web in E-Commerce; E-Business Models. E-Payment Systems: Electronic Funds Transfer; Digital Token Based E-Payment Systems; Modern Payment Systems; Steps for Electronic Payment; Payment Security; Net Banking. *Faculty members can take practical sessions during the lectures.

Recommended Books

1. ITL, ESL, 'Introduction to Infotech', Pearson Education.
2. Goyal, Anita, 'Computer Fundamentals', 1st Edition, Pearson Education.
3. Joseph A. Brady and Ellen F Monk, 'Problem Solving Cases in Microsoft and Excel', 4th Annual Edition, Thomson Learning.
4. V. Rajaraman, 'Introduction to Information Technology', Prentice Hall of India
5. Leon and Leon, 'Introduction to Information Technology', Vikas Publishing House
6. Deepak Bharihoke, 'Fundamentals of Information Technology', 3rd Edition, Excel Books

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BUSINESS COMMUNICATION - I

Subject Code – BBMSS1-106

**L T P C
2 0 2 3**

Duration: 60 Hrs.

Course Objectives: Upon completion of the course the student shall be able to

1. Communicate effectively (Verbal and Non Verbal)
2. Effectively manage the team as a team player
3. Develop interview skills and Leadership qualities and essentials

Course Outcomes After completing this course, students will be able to:

1. Apply appropriate language skills in commerce activities
2. Apply grammar and to know its intricacies for effective usage.
3. Enrich written communication skills for employability.

UNIT – I (13 Hours)

Communication Skills: Introduction, Definition, The Importance of Communication, The Communication Process – Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context: Barriers to communication: Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional barriers.

UNIT – II (13 Hours)

Perspectives in Communication: Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment.

Elements of Communication: Introduction, Face to Face Communication - Tone of Voice, Body Language (Non-verbal communication), Verbal Communication, Physical Communication.

UNIT – III (14 Hours)

Communication Styles: Introduction, The Communication Styles Matrix with example for each - Direct Communication Style, Spirited Communication Style, Systematic Communication Style, Considerate Communication Style.

Interview Skills: Purpose of an interview, Do's and Dont's of an interview • Giving Presentations: Dealing with Fears, Planning your Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery. Group Discussion: Introduction, Communication skills in group discussion, Do's and Dont's of group discussion

UNIT – IV (20 Hours)

COMMUNICATION SKILLS (Practical) The following learning modules are to be conducted using wordsworth® English language lab software Basic communication covering the following topics

Meeting People Asking Questions Making Friends What did you do? Do's and Dont's Pronunciations covering the following topics Pronunciation (Consonant Sounds) Pronunciation

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and Nouns Pronunciation (Vowel Sounds) Advanced Learning Listening Comprehension / Direct and Indirect Speech Figures of Speech Effective Communication Writing Skills Effective Writing Interview Handling Skills E-Mail etiquette Presentation Skills

Recommended Books: (Latest Edition)

1. Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition, Pearson Education, 2011
2. Communication skills, Sanjay Kumar, Pushpalata, 1st Edition, Oxford Press, 2011
3. Organizational Behaviour, Stephen .P. Robbins, 1st Edition, Pearson, 2013
4. Brilliant- Communication skills, Gill Hasson, 1st Edition, Pearson Life, 2011
5. The Ace of Soft Skills: Attitude, Communication and Etiquette for success, Gopala Swamy Ramesh, 5th Edition, Pearson, 2013
6. Developing your influencing skills, Deborah Dalley, Lois Burton, Margaret, Green hall, 1st Edition Universe of Learning LTD, 2010
7. Communication skills for professionals, Konar nira, 2nd Edition, New arrivals – PHI, 2011
8. Personality development and soft skills, Barun K Mitra, 1st Edition, Oxford Press, 2011
9. Soft skill for everyone, Butter Field, 1st Edition, Cengage Learning india pvt.ltd, 2011
10. Soft skills and professional communication, Francis Peters SJ, 1st Edition, Mc Graw Hill Education, 2011
11. Effective communication, John Adair, 4th Edition, Pan Mac Millan, 2009
12. Bringing out the best in people, Aubrey Daniels, 2nd Edition, Mc Graw Hill, 1999

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BASIC EXCEL

Subject Code – BBMSS1-107

**L T P C
0 0 4 2**

Duration: 60 Hrs.

Course Objectives The main aim of this course is:

1. To learn how to use basic spreadsheet tools
2. To construct formulas, including the use of built-in functions, and relative and absolute references
3. To learn enter, modify and edit data

Course Outcomes After completing this course, students will be able to:

1. Set up the chart function of Excel to represent numeric data in multiple formats
2. Access and manipulate data using the database functions of spreadsheet
3. Knowledge of using graphs and charts
4. Efficiently use the various basic and intermediate level features of spreadsheet

UNIT – I (13 Hrs)

Data Entry and Editing: Introduction to Spreadsheet, Data Entry, Editing, Cell Addressing Ranges, Commands, Menus, Copying & Moving cell content, Rows & Columns - Inserting and Deleting Rows and Columns, Column Formats, Cell Protection, Printing, Creating, Displaying and Printing Graphs.

UNIT – II (13 Hrs)

Managing Work Sheets: Introduction, Naming and Moving Worksheets, Copying Worksheets, Adding, Deleting and Hiding Worksheets, Grouping Worksheets Charts & Graphs: Introduction, Types of Charts, Pie Chart, Bar Chart, Histogram, Chart Style, Chart Layout, Add labels, Axis Options, Data labels

UNIT -III (14 Hrs)

Tables: Introduction, Insert a Table, Style Options, Add Rows and Columns, Functions in Tables Conditional Formatting: Introduction, Highlight Cell rules, Top/Bottom Rules, data Bars, Color Scale, Custom formatting rules, Proper Function, Trim Function

UNIT – IV (20 Hrs)

Sort & Filter: Introduction, Sort data, Filter data, Custom Sort & Filter Understanding Formula – Introduction to Common Formulas, Copying Formula.

Recommended Books

1. Greg Harvey, 'Microsoft Excel 2016 All-in-One for Dummies, Wiley Publications
2. Lokesh Lalwani, 'Excel 2019 All – In – One' BPB Publication
3. Manisha Nigam, 'Data Analysis with Excel' BPB Publication
4. Paul McFedries, 'Excel 2016- Formulas and Functions' Que Publications

HUMAN VALUES AND PROFESSIONAL ETHICS

Subject Code – BMNCC0-003

**L T P C
2 0 0 0**

Duration: 30 Hrs.

Course Objectives The main aim of this course is

1. To understand the importance of values prevalent in society and culture
2. To understand various theories of Morality and sharing
3. To understand various professional ethics and rights
4. To understand the application of technology for man-kinds

Course Outcomes: After completing this course, students will be able to

1. Understand the concept of human values as social fact. Clarity about different universal values and value systems relevant to professions and work.
2. Discern the meanings of values, morality, ethics and their relationship with religion. Able to make sense of some significant related theories.
3. Realize the relevance of Professional ethics and virtues at the workplace and their importance for the benefits of society at large.
4. Appreciate the judicious use of Technology and social laws for the conservation of environment and consequently for the welfare of the humanity.

UNIT-I (8 Hrs.)

Meaning of values, Values as social fact, Universal values – equality, justice, freedom/ liberty, inclusion. Distinction between social and culture values and values associated with crafts and occupations. Work and leisure as values – Marx and Veblen

UNIT-II (9 Hrs.)

Values, morality, ethics and their relation with Religion, values as mechanisms of control and coercion. Functional Theory of Values of Talcott Parsons, Theory of Basic Values of Shalom Schwartz, Theory of Protestant Ethic and Capitalism of Max Weber, Bhagwat Gita and Theory of Karma-Dharma, Sikhism and theory of work, dignity of labour, meditation and sharing.

UNIT-III (7 Hrs.)

Meaning and types of Professional Ethics, Goals of professional work and their problems, Normative and evaluative elements in professional work, Duties and obligations, Professional rights, Virtues in professional life (honesty, trustworthiness, transparency, competence, integrity and exemplary conduct), Engineering ethics and service ideals.

UNIT-IV (6 Hrs.)

Technology for and against mankind and environment- fulfilment of human needs, and industrial disasters: case studies – Bhopal Gas Tragedy, Chernobyl and Fukushima Disasters; Equality at work place: gender discrimination and caste/class-based exclusions.

Recommended Books

1. Schwartz, H. Shalom, 'An Overview of the Schwartz Theory of Basic Values'. Online Readings in Psychology and Culture. 2 (1). doi:10.9707/2307-0919.1116, 2012.
2. John Berry, Janek, Pandey; Poortinga, Ype 'Handbook of Cross-cultural Psychology', 2nd Edn.. Boston, MA: Allyn and Bacon. p. 77. ISBN 9780205160747, 1997.
3. Timo Airaksinen, 'The Philosophy of Professional Ethics', University of Helsinki, Finland. 4. Manju Jitendra Jain, 'Yes, It's Possible', Kalpana Publications, Mumbai, 2011.

2ND SEMESTER

BUSINESS STATISTICS

Subject Code: BBMSS1-201

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objective: The objective of this course is

1. To familiarize students with the applications of Mathematics and statistical techniques in business decisions.
2. To learning statistical tools which can be used in day to day business transactions and covers the mathematical processes and techniques currently used in the fields of business and finance.
3. To solving monetary problems in business and personal finance.

Course Outcomes After completing of this course, the students will be able to:

1. Appreciate business mathematics concepts that are encountered in the real world.
2. Understand the underlying business concepts involved in mathematics to help another person gain insight into the situation.
3. Work with different theorems and matrices

Unit I (18 Hrs.)

Business Statistics: Uni-variate Analysis:- Measures of Central Tendency including Arithmetic mean, Geometric mean and Harmonic mean: properties and applications; Mode and Median. Partition values - quartiles, deciles, and percentiles. Measures of Variation: absolute and relative. Range, quartile deviation and mean deviation; Variance and Standard deviation: calculation and properties. **Bi-variate Analysis:** Simple Linear Correlation Analysis: Meaning, and measurement. Karl Pearson's co-efficient and Spearman's rank correlation. Simple Linear Regression Analysis: Regression equations and estimation. Relationship between correlation and regression coefficients.

Unit II (15 Hrs.)

Simple Correlation and Regression Analysis: Assumptions; Pearsons product moment and Spearmen's rank correlation method; least squares technique; properties of correlations and regression coefficients.

Unit III (15 Hrs.)

Time-based Data: Index Numbers and Time Series Analysis: Meaning and uses of index numbers; Construction of index numbers: Aggregative and average of relatives – simple and weighted, Tests of adequacy of index numbers, Construction of consumer price indices. Components of time series; additive and multiplicative models; Trend analysis: Finding trend by moving average method and Fitting of linear trend line using principle of least squares.

Unit- IV (12 Hrs)

Elementary Probability Theory: Deterministic and non-deterministic experiments; different types of events; a priori and empirical definition of probability. Conditional probability, laws of addition and multiplication of probability. Properties of binomial, Poisson and normal distributions.

Suggested Readings:

1. J. K. Sharma, Business Statistics, Pearson Education.
2. S.C. Gupta, Fundamentals of Statistics, Himalaya Publishing House.
3. S.P. Gupta and Archana Gupta, Elementary Statistics, Sultan Chand and Sons, New Delhi.
4. Richard Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, New Delhi.
5. M.R. Spiegel, Theory and Problems of Statistics, Schaum's Outlines Series, McGraw Hill Publishing Co.

HUMAN RESOURCE MANAGEMENT

Subject Code: BBMSS1-202

L T P C

Duration: 60 Hrs

4 0 0 4

Course Objectives: The main objectives of this course are:

1. To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.
2. To help the students focus on and analyze the issues and strategies required to select and develop manpower resources.
3. To develop relevant skills necessary for application in HR related issues.
4. To Enable the students to integrate the understanding of various HR concepts along with the domain concept to take correct business decisions.

Course Outcomes: On completion of this course, the students will be able:-

1. To develop the understanding of the concept of human resource management and to understand its relevance in organizations.
2. To develop necessary skill set for application of various HR issues.
3. To analyze the strategic issues and strategies required to select and develop manpower resources.
4. To integrate the knowledge of HR concepts to take correct business decisions.

UNIT-I (15 Hrs)

Introduction: Nature, scope, role and importance of HRM. New trends in HRM due to globalization deregulation and technological advancements, HRM practices in India, issues and challenges.

UNIT-II (15 Hrs)

Job analysis: steps in analyzing job and introduction to methods of collecting job analysis information, Job description, Job specification, job design, job simplification, job rotation, job enrichment and job enlargement.

UNIT-III (15 Hrs)

Recruitment: sources of recruitment, policies and procedure of recruitment, selection process, testing and interviews, Placement and induction, transfer and promotion.

UNIT-IV (15 Hrs)

Human Resource Development: Identification of training needs and techniques of training, employee development and career planning, Wage and salary administration and incentives, Performance appraisal, methods and problems of performance appraisal.

Suggested Readings

1. Rao V.S.P., Human Resource Management, Excel books
2. Monnappa and Saiyadan, Personnel Management, Tata McGraw Hill.
3. Dessler, Garg, Human Resource Management, Pearson education.
4. C.B. Memoria, Personal Management Himalaya
5. K. Aswathappa, Human Resource Management Tata McGraw Hill
6. C.B. Gupta, Human Resource Management Sultan Chand and Sons

MRSPTU

FINANCIAL MANAGEMENT

Subject Code: BBMSS1-203

L T P C

Duration: 60 Hrs

4 0 0 4

Course Objective: The main objectives of this course are:

1. Provide an in-depth view of the process in financial management of the firm.
2. Develop knowledge on the allocation, management and funding of financial resources.
3. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.

Course Outcomes (COs): After completion of the course, the students shall be able to:

1. Demonstrate the decision making by applying financial theory to problems faced by business enterprises.
2. Apply foundational finance theories and to analyse a forecast using relevant data and to conduct preliminary measurement of leverage analysis.
3. Apply time value of money techniques to various pricing and budgeting problems.
4. Apply modern techniques in capital budgeting analysis.

UNIT-I (15 Hrs)

Financial Management Introduction: Meaning, nature and Scope, Goals of Financial Management-Profit Maximization vs. Wealth Maximization; Finance functions-investment, Financing, Liquidity and dividend decisions. Sources of finance-Long term and short term.

Time Value of Money: Present value, Future value, Annuity.

UNIT-II (15 Hrs)

Cost of Capital: Meaning and significance of cost of capital; cost of equity shares; cost of preference shares; cost of debt, weighted average cost of capital. Form of Capital: Introduction to Capital Structure; theories- NI approach; NOI approach; MM approach; Traditional approach Operating and Financial Leverage: Types of leverages.

UNIT-III (15 Hrs)

Investment Decision Making: Meaning, importance, nature of investment decisions. Investment evaluation criteria Capital budgeting Techniques: Non-discounted cash flow, Pay back methods; Post Payback period; Accounting rate of return method, Discounted cash flow techniques-Net Present value method; Internal rate of return method; Profitability index method.

UNIT-IV (15 Hrs)

Working Capital: Meaning, significance, types, approaches, Factors affecting working capital management capital. Dividend Policies: Issues in dividend decisions. Forms of dividend-Theories of relevance and irrelevance of dividends.

**MRSPTU BACHELOR OF MANAGEMENT STUDIES SYLLABUS
2024 BATCH ONWARDS**

Suggested Readings

1. Khan, M. Y. and Jain P. K —Financial Management, Text, Problems & Cases. Tata McGraw Hill Company, New Delhi.
2. Pandey, I.M. —Essentials of Financial Management, Vikas Publishing House Pvt. Ltd., New Delhi.
3. Maheshwari, S.N.—Financial Management – Principles & Practice, Sultan Chand & Sons, New Delhi.
4. Rustagi, Dr. R.P.—Basic Financial Management, 8 th Edition, Sultan Chand & Sons, New Delhi.

MRSPTU

MARKETING MANAGEMENT

Subject Code: BBMSS1-204

L T P C

Duration: 60 Hrs

4 0 0 4

Course Objective: The main objectives of the course are:

1. To understand the concepts of marketing management.
2. To learn about marketing process for different types of products and services.
3. To understand the tools used by marketing managers in decision situations.
4. To understand the marketing environment.

Course Outcomes (COs): After completion of the course, the students shall be able to:

1. Explain the basics of marketing, selling, marketing mix and its core concepts.
2. Describe the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies.
3. Develop necessary skills for effective market segmentation, targeting and positioning.
4. Develop an understanding of promotion mix and strategies for successful promotion.

Unit I (15 Hrs.)

Marketing: Nature and scope of marketing, concepts of traditional and modern marketing, marketing environment-marketing and its environment. Consumer Buying Behaviour: Factors affecting, purchase behaviour.

Unit II (15 Hrs.)

Market segmentation: Nature, basis & strategies. Marketing mix: Introduction & factors affecting. Product decisions: Product definition, new product development process, product life cycle, positioning, branding & packaging decisions.

Unit II (15 Hrs.)

Pricing decision: Importance, objectives & strategies. Product promotion: Promotion mix & factors affecting it. Distribution: Channel decisions, types & factors, physical distribution system & its components. Marketing of services: Introducing services, characteristics, services marketing mix, successful marketing of service, mastering service quality

Unit IV (15 Hrs.)

Distribution: Types of channel, factors affecting decision, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components. Product Promotion: promotion mix-introduction, importance, advantages and disadvantages of various components and factors affecting. Designing and managing Integrated Marketing Communications.

**MRSPTU BACHELOR OF MANAGEMENT STUDIES SYLLABUS
2024 BATCH ONWARDS**

Suggested Readings

1. Kotler, P., Keller, K.L. Koshy, A. and Jha, M., —Marketing Management: A South Asian Perspective”, Pearson Education.
2. Etzel, M., Walker, B., Stanton, W. and Pandit, A —Marketing Management, Tata McGraw Hill.
3. Ramaswamy, V.S and Namakumari, S. —Marketing Management: Global Perspective Indian Context”, Macmillan Publishers India Ltd.
4. Saxena, Rajan, —Marketing Management”, Tata McGraw Hill Education Pvt. Ltd

PERSONALITY DEVELOPMENT AND SOFT SKILLS

Subject Code: BBMSS1-205

L T P C

Duration: 60 Hrs

2 0 2 3

Course Objectives: The course aims at

1. To cause a basic awareness about the significance of soft skills in professional and interpersonal communications and facilitate an all-round development of personality.
2. To cover key areas like conversation skills, group skills and persuasion skills required during the interview process in an organization.

Course Outcomes: At the end of the course, the student will be able to:

1. Demonstrate soft skills required for business situations.
2. Analyze the value of soft skills for career enhancement.
3. Apply soft skills to workplace environment.
4. Confidently participate in interview process.
5. To handle stress in their lives and future in a better way.

UNIT-1 (15 Hrs)

SOFT SKILLS- Introduction to Soft Skills, Aspects of Soft Skills, Identifying your Soft Skills, Negotiation skills, Importance of Soft Skills, Concept of effective communication. **SELF-DISCOVERY-** Self-Assessment, Process, Identifying strengths and limitations, SWOT Analysis Grid.

FORMING VALUES- Values and Attitudes, Importance of Values, Self-Discipline, Personal Values - Cultural Values-Social Values-some examples, Recognition of one's own limits and deficiencies.

UNIT-2 (15 Hrs)

BODY LANGUAGE - Introduction- Body Talk, Forms of body language, uses of body language, Body language in understanding Intra and Inter-Personal Relations, Types of body language, Gender differences, Gaining confidence with knowledge of Kinesics.

ETIQUETTE AND MANNERS- **ETIQUETTE-** Introduction, Modern Etiquette, Benefits of Etiquette, Taboo topics, Do's and Don'ts for Men and Women. **MANNERS-** Introduction, Importance of manners at various occasions, Professional manners, Mobile manners. **CORPORATE GROOMING TIPS-** Dressing for Office: Do's and Don'ts for Men and Women, Annoying Office Habits.

UNIT-3 (15 Hrs)

STRESS MANAGEMENT – Introduction, meaning, positive and negative stress. Sources of stress. Case studies. signs of stress. Stress management tips. Teenage stress.

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TIME MANAGEMENT - Introduction, the 80-20 Rule, three secrets of Time Management, Time Management Matrix, Effective Scheduling, Time Wasters, Time Savers, Time Circle Planner, Difficulties in Time Management, Overcoming Procrastination.

UNIT-4 (15 Hrs)

INTERVIEW SKILLS - Introduction. Types of interview. Types of question asked. Reasons for rejections. Post-interview etiquette. Telephonic interview. Dress code at interview. Mistakes during interview. Tips to crack an interview. Contextual questions in interview skills. Emotional crack an interview. Emotional intelligence and critical thinking during interview process.

Recommended Books:

1. K. Alex, S. Chand Publishers.
2. R.C. Sharma and Krishna Mohan, 'Business Correspondence and Report Writing', TMH, New Delhi, 2016.
3. N. Krishnaswami and T. Sriraman, 'Creative English for Communication', Macmillan.
4. Penrose, John M., et al., 'Business Communication for Managers', Thomson South Western, New Delhi, 2007.
5. Holtz, Shel, 'Corporate Conversations', PHI, New Delhi, 2007.

**MRSPTU BACHELOR OF MANAGEMENT STUDIES SYLLABUS
2024 BATCH ONWARDS**

BUSINESS COMMUNICATION - II

Subject Code: BBMSS1-206

L T P C

Duration: 60 Hrs

2 0 2 3

Course Objectives: This course aims at:

1. Communicate effectively in Written and Unwritten form.
3. Effectively transfer the message with skills and manage the team as a team player.
4. Develop language skills for good employability.

Course Outcomes After completing this course, students will be able to:

1. Apply appropriate language skills in commerce activities
2. Develop language skills inside them for best opportunities.
3. Enrich in all forms of communication for employability.

Unit- I (18 Hrs)

Basic Listening Skills: Introduction, Self-Awareness, Active Listening, Becoming an Active Listener, Listening in Difficult Situations. The Language of Touch, Meta Communication, Types of Listening, Listening tips.

Reading Skills Introduction. Benefits of reading. Tips for effective reading. the SQ3R technique. Different stages of reading. Determining reading rate of students. Activities to increase the reading rate. Problems faced. Becoming an effective reader.

Unit- II (12 Hrs)

Effective Written Communication: Introduction, When and When Not to Use Written Communication - Complexity of the Topic, Amount of Discussion' Required, Shades of Meaning, Formal Communication. Writing Effectively: Subject Lines, Put the Main Point First, Know Your Audience, Organization of the Message. Drawback of written communication. Business Writing, Business Letter, Format and Styles, Types of business letters, Art of writing correct and precise mails, Understand netiquette.

Unit- III (15 Hrs)

Speaking: Introduction, Communication process. Importance of communication, channels of communication. Formal and informal communication. Barriers to communication. Tips for effective communication. Tips for conversation.

Unit- IV (15 Hrs)

Presentation skills. Effective multi-media presentation skills. Speeches and debates. Combating nervousness. Patterns and methods of presentation. Oral presentation, planning and preparation.

Recommended Books: (Latest Edition)

1. Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition, Pearson Education, 2011

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2024 BATCH ONWARDS**

2. Communication skills, Sanjay Kumar, Pushpalata, 1st Edition, Oxford Press, 2011
3. Organizational Behaviour, Stephen .P. Robbins, 1st Edition, Pearson, 2013
4. Brilliant- Communication skills, Gill Hasson, 1st Edition, Pearson Life, 2011
5. The Ace of Soft Skills: Attitude, Communication and Etiquette for success, Gopala Swamy Ramesh, 5th Edition, Pearson, 2013
6. Developing your influencing skills, Deborah Dalley, Lois Burton, Margaret, Green hall, 1st Edition Universe of Learning LTD, 2010
7. Communication skills for professionals, Konar nira, 2nd Edition, New arrivals – PHI, 2011
8. Personality development and soft skills, Barun K Mitra, 1st Edition, Oxford Press, 2011
9. Soft skill for everyone, Butter Field, 1st Edition, Cengage Learning india pvt.ltd, 2011
10. Soft skills and professional communication, Francis Peters SJ, 1st Edition, Mc Graw Hill Education, 2011
11. Effective communication, John Adair, 4th Edition, Pan Mac Millan, 2009
12. Bringing out the best in people, Aubrey Daniels, 2nd Edition, Mc Graw Hill, 1999

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2024 BATCH ONWARDS**

ADVANCE EXCEL

Subject Code: BBMSS1-207

L T P C

Duration: 60 Hrs

0 0 4 2

Course Objectives The main aim of this course is:

1. To learn how to use advance spreadsheet tools
2. To construct formulas, including the use of built-in functions, and relative and absolute references
3. To learn enter, modify and edit data

Course Outcome- After Completing this course, Students will be able to

1. Use spreadsheet software to manage monetary data.
2. Work with formulas and functions.
3. Develop professional-looking worksheets with charts and graphs, data tables by using web tools.
4. Use spreadsheet's solver for complex problems.

UNIT- I (15 Hrs)

Managing Spread Sheet: Introduction, Naming and Moving Worksheets, Copying Worksheets, Adding, Deleting and Hiding Worksheets, Grouping Worksheets Conditional Formatting, Date and Time Function: Date, Day, Month, Year, Edate, Eomonth, Network days, Workday, Weeknum, Weekday, Hour, Minute, Second, Now, Today Time Look Up Functions: Data Validation, Advanced Range Names, VLookUp, H LookUp

UNIT- II (15 Hrs)

Logical Functions: IF Function, Nested IF, CountIf, SumIf, IF with AND and OR, Average, Averagea, Averageif, Averageifs, Subtotal, Rand, Rand between, Roundup, Round down

UNIT-III (15 Hrs)

What if Analysis, Scenario Analysis, Sensitivity Analysis, Goal Seek, Advanced Pivot Table: Filtering Pivot Tables, Pivot Table Analysis, Proper Function, Trim Function, Advance Pivot Charts

UNIT-IV (15 Hrs)

Financial Functions: Time Value of Money- NPV/ IRR/ Discounting and other financial functions Statistical Function – Correlation, Regression

Suggested Readings

1. Greg Harvey, _Microsoft Excel 2016 All-in-One for Dummies, Wiley Publications
2. Lokesh Lalwani, _Excel 2019 All – In – One‘ BPB Publication
3. Manisha Nigam, _Data Analysis with Excel‘ BPB Publication
4. Paul McFedries, _Excel 2016- Formulas and Functions‘ Que Publications

DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION

Subject Code: BMNCC0-004

**L T P C
2 0 0 0**

Duration: 30 Hrs

Course Objectives The main aim of this course is:

1. To aware students about Consequences of Drug Abuse
2. To aware students about preventions of Drug Abuse
3. To aware various roles of society to prevent drug abuse

Course Outcomes After completing this course, Students will be able to:

1. Understand the responsibilities of society and family to prevent Drug Abuse
2. Understand the role of educational institutes in controlling Drug Abuse
3. Aware about various Psychological and Social management of Drug abuse
4. Understand the role of Media and Legislation to control the drug abuse.

UNIT-I (6 Hrs.)

Meaning of Drug Abuse: Meaning: Drug abuse, Drug dependence and Drug addiction. Nature and extent of drug abuse in India and Punjab.

UNIT-II (8 Hrs.)

Consequences of Drug Abuse Individual: Education, Employment, Income. Family: Violence. Society: Crime. Nation: Law and Order problem.

UNIT-III (8 Hrs.)

Prevention of Drug Abuse Role of Family: Parent-child relationship, Family support, supervision, shipping values, active scrutiny. School: Counselling, Teacher as role-model, Parent-teacher-health professional coordination, Random testing on students.

UNIT-IV (8 Hrs.)

Treatment and Control of Drug Abuse Medical Management: Medication for treatment and to reduce withdrawal effects. Psychological Management: Counselling, Behavioural and Cognitive therapy. Social Management: Family, Group therapy and Environmental intervention. Treatment: Medical, Psychological and Social Management. Control: Role of Media and Legislation.

Recommended Books

1. Ram Ahuja, 'Social Problems in India', Rawat Publications, Jaipur,
2. 'Extent, Pattern and Trend of Drug Use in India', Ministry of Social Justice and Empowerment, Govt. of India,
3. J.A. Inciardi, 'The Drug Crime Connection', Sage Publications, Beverly Hills,
4. T. Kapoor, 'Drug Epidemic among Indian Youth', Mittal Publications, New Delhi,
5. Kessel, Neil and Henry Walton, 'Alcoholism, Harmond Worth', Penguin Books,
6. Ishwar Modi and Shalini Modi, 'Addiction and Prevention', Rawat Publications, Jaipur,

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2024 BATCH ONWARDS**

7. 'National Household Survey of Alcohol and Drug Abuse', Clinical Epidemiological Unit, All India Institute of Medical Sciences, New Delhi,
8. Ross Coomber and Others, 'Key Concept in Drugs and Society', Sage Publications, New Delhi,

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