AS Per NEP 2020

University of Mumbai



Title of the program

- **A-** U.G. Certificate in Business Management
- **B-** U.G. Diploma in Business Management
- **C-** B.Com. (Business Management)
- **D-** B.Com. (Hons.) in Business Management
- **E-** B.Com. (Hons. with Research) in Business Management

Syllabus for Semester – Sem I & II

Ref: GR dated 20th April, 2023 for Credit Structure of UG

(With effect from the academic year 2024-25 Progressively)

University of Mumbai



(As per NEP 2020)

Sr. No.	Heading		Particulars
1	Title of program O:A	Α	U.G. Certificate in Business Management
	O:B	В	U.G. Diploma in Business Management
	O:C	С	B.Com. (Business Management)
	O:D	D	B.Com. (Hons.) in Business Management
	O:E	E	B.Com. (Hons. with Research) in Business Management
2	Eligibility	Α	XII passed OR Passed Equivalent Academic Level 4.0
	O:A		
	O:B	В	Under Graduate Certificate in Business Management OR passed equivalent Academic Level 4.5
	O:C	С	Under Graduate Diploma in Business Management OR passed equivalent Academic Level 5.0
	O:D	D	B.Com (Business Management) with minimum CGPA of 7.5 OR passed equivalent Academic Level 5.5
	O:E	E	B.Com (Business Management) with minimum CGPA of 7.5 OR passed equivalent Academic Level 5.5
3	Duration of program R:	Α	One Year
		В	Two Years
_		С	Three Years
		D	Four Years
		E	Four Years

5	Intake Capacity R: Scheme of Examination R:	NEP 40% Internal 60% External, Semester End Examination Individual Passing in Internal and External			
6	R:Standards of Passing	Examination 40%			
7	Sem. I & II Credit Structure R:A	Attached herewith			
	Sem. III & IV Credit Structure R:B				
	Sem. V & VI Credit Structure R:C				
8	Semesters	A Sem I & II B Sem I, II, III& IV C Sem I, II, III, IV, V & VI D Sem I, II, III, IV, V, VI, VII & VIII E Sem I, II, III, IV, V, VI, VII & VIII			
9	Program Academic Level	A 4.5 B 5.0			
		C 5.5			
		D 6.0			
		E 6.0			
10	Pattern	Semester			
11	Status	New			
12	To be implemented from Academic Year Progressively	From Academic Year: 2024-25			

Sign of the BOS Chairperson Dr.(Prof.) Megha Somani BOS in Business Management Sign of the Offg. Associate Dean Dr. Ravikant Balkrishna Sangurde Faculty of Commerce Sign of the
Offg. Associate
Dean
Prin. Kishori Bhagat
Faculty of
Management

Sign of the Offg. Dean Prof. Kavita Laghate Faculty of Commerce &

Management

Preamble

Introduction

Success of any business lies in its effective Management. Good management can take the business one step ahead of others. Business can earn good profits within limited resources also if they are well managed and well utilized. By applying management theories, functions and principles, business can be run smoothly. Efficient management results in optimum use of resources. Better management solves the problem, gives direction to achieve goals, motivate employees, monitors the performance, and develops team spirit. Thus, best management helps to survive in dynamic business environment.

The undergraduate program designed to equip the learners with well-developed business insights, critical thinking, and decision-making skills. The program focuses on building your business and employability skills, giving learners the confidence, knowledge and expertise required to function in a global workplace.

1. Aims and Objectives

- 1. The program aims to provide the learners a broad and in-depth knowledge on fundamentals of management and management theories for effective business management and administration.
- 2. The program develops business and entrepreneurial aptitude among the students.
- 3. The program extends requisite skills in different areas like Financial Management, Human Resource Management, Marketing Management, Portfolio Management to give a holistic understanding of a business system.
- 4. The program encourages IT skills in the areas of information search, word processing, office management software's, and presentation software needed to excel in business.

- 5. To inculcate global view of the industrial and organizational establishments and their functions for taking viable decisions in international business setting.
- 6. To hone the students' presentation and analytical skills and increase their knowledge on latest managerial issues.

2. Learning Outcomes

PO1: Demonstrate a general knowledge framework and understanding of key functions in management as applied in practice.

PO2: Learners would be able to Identify and apply new ideas, methods, and ways of thinking.

PO3: Learners would be able to demonstrate the skill to Identify, define and analyse problems and create processes to solve them.

PO4: Learners will gain knowledge to select and use appropriate resources to collect business data and will be able to translate the information for decision making.

PO 5: Learner will demonstrate a comprehensive understanding to evaluate social, cultural, global, ethical and environmental responsibilities and issues

3. Any other point (if any)

This program aims that learner will demonstrate a solid understanding of core business principles in the primary areas of Management/finance/marketing/stock market as well as the interconnectedness of these disciplines in the running of an organization. Students will be assessed in the form of strategic plans and tests that employ strategic thinking, visioning and the development of strategies intended for organisational improvement and growth in global environment.

5	Credit	Structure of	of the	Program	(Sem	T	TII T	R -	IV	١
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Under Graduate Certificate in Business Management

Sem. I & II Credit Structure

Level	Semes ter	Major		Minor	OE (2+2)	VSC, SEC (VSEC) (2+2)	AE C, VE C, IK S	OJT, FP, CEP , CC, RP	Cum. Cr./ Sem.	Cu Cr
		Mandatory	Elec tiv es							
4.5	I	2 credit Fundamentals of Management -I (2) Balance (02+02) Credits from Commerce / Business Economics / Accountancy				Presentation skill for business managers MS-Power Point (2)	AEC :2, VEC :2, IKS: 2	CC:2		U Certif 44
		R:	_B							
	11	2 credit Fundamentals of Management- II (2) Balance (02+02) Credits from Commerce / Business Economics / Accountancy		2	2+2	Data handling skills for business managers MS- Excel (02)	AEC :2, VEC :2	CC:2	22	
	Cum Cr.	4	-	2	8	4+4	4+4+ 2	4	44	

course/ Internship OR Continue with Major and Minor

Under Graduate Diploma in Business Management

Sem. (III & IV) Credit Structure

Level	Semester	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr./ Sem.	Degree/ Cum. Cr.
		Mandatory	Electives					141		
5.0	III	8 (4+4) Fundamentals of Entrepreneurs hip (4) Logistics Management		(4)	(2)	Vocational Skills in Business Management -Paper 1	AEC:2	FP: 2 CC:2	22	UG Diploma 88
		(4) R:	D							
	IV	8(4+4) Marketing Management (4) Retail and Advertising Management (4)		(4)	(2)	Vocational Skills in Business Management -Paper 2	AEC:2	CEP: 2 CC:2	22	
	Cum Cr.	28		10	12	6+6	8+4+2	8+4	88	

Exit option; Award of UG Diploma in Major and Minor with 80-88 credits and an additional 4 credits core

NSQF course/ Internship OR Continue with Major and Minor

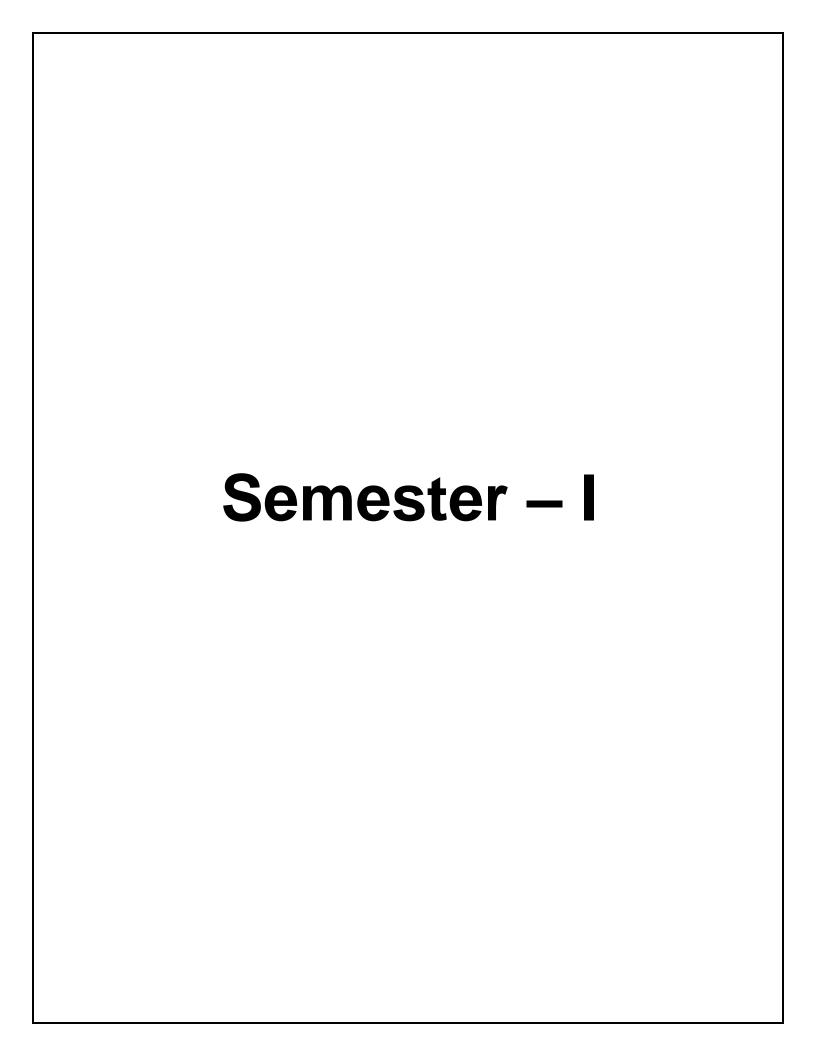
B. Com (Business Management)

Sem. (V & VI) Credit Structure

	R:_		_E							
Level	Semester	Мајс	or	Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr./ Sem.	Degree/ Cum. Cr.
		Mandatory	Electives							
5.5	V	10 (4+4+2) Human Resource Manageme nt (4)	4 Internation al Business (4)	(4)		Vocational Skills in Business Management- Paper 3		FP/C EP: 2	22	UG Degree 132
		Taxation Manageme nt- I (4) Introduction to								
		Share Market (2)								
		R:	F							
		10(4+4+2) Export Marketing Management (4)	4 Introductio n to Research Methodolo gy	(4)		Vocational Skills in Business Management -Paper 4		OJT :4	22	
		Taxation Management- II (4)								
		Fundamental and Technical Analysis (2)								
	Cum Cr.		8	18	12	8+6	8+4+2		132	

Exit option: Award of UG Degree in Major with 132 credits OR Continue with Major and Minor

[Abbreviation - OE — Open Electives, VSC — Vocation Skill Course, SEC — Skill Enhancement Course, (VSEC), AEC — Ability Enhancement Course, VEC — Value Education Course, IKS — Indian Knowledge System, OJT — on Job Training, FP — Field Project, CEP — Continuing Education Program, CC — Co-Curricular, RP — Research Project]



Major-Credit (2)

Course	Fundamentals of	Credits	02		
	Management -I				
	(Semester 1: Level 4.5)				
Туре	Major: Mandatory	No of Teaching			
		hours	30		
Evaluation/ Assessment	50 marks- 30 marks semester end evaluation and 20 marks				
	continuous evaluation				

Learning objectives	a) To enable the learners to understand the basic concepts & functions of management
	b) To familiarize the students with management theory and its practical applications.
	c) To explore and understand the changing organization structures.

Course Outcomes	
CO1	Learners will summarize the elementary concepts, principles and theories
	of management.
CO2	Learners can think critically and strategically about management
	theories and issues, which will enable them to develop their decision-
	making and analytical skills
CO3	Learners will evaluate & create a roadmap to derive concrete managerial
	decisions in order to lead to solutions

Modules At Glance

Module No.	Content	No. of Hours
1	Introduction to Management &	15
	Managerial	
	Thoughts	
3	Functions of Management -I	15
		30

	Content	No. of
		Hours
	Module No. 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. Levels of Management – Management competencies & Skills - Management Ethics (Types, Importance) – Management vs Administration c. Indian Management Thoughts — Contribution of 	15
	c. Indian Management Thoughts – Contribution of Kautilya & Mahatma Gandhis Principle of Trusteeship	
	Module No. 2	
Unit 2	Functions of Management -I a) Planning – Meaning – Significance – Components (Strategic, Single Use & Stranding Plans) b) Decision Making – Concept – Essentials of sound decision making – Process and techniques of Decision- making in Management c) Organising – Concept Organisational Design (concept & Elements) -Types of Organization Structure -Line & Staff, Matrix Organization Structure – Features – Formal v/s Informal	15

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 II & 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 McGraw- Hill 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.

Paper Pattern (Any two out of four questions are expected to be attempted by the students)

Time: 1 Hr

Question No	Questions	Total Marks: 30
Q1		15
Q2		15
Q3		15
Q4		15

Note:

- a) Equal Weightage to be given to all the modules.
- b) 15 marks questions may be subdivided into 7/8 marks each.
- c) Q1 and Q2 will be from Module 1, Q3 and Q4 will be from Module 2.
- d) Any two out of four questions are expected to be attempted by the students.

Continuous Evaluation: Internal (20 marks)

	Assessment/ Evaluation	Marks
1	Class Test during the lectures. (Physical/ Online mode) (Short notes/ MCQ's/ Match the Pairs/ Answer in one sentence/ Puzzles)	10
2	Participation and paper presentation in Workshop/ Conference/Seminar, Assignment & Viva. (Physical/Online mode)	10

VSC

Programme Name: B.Com. (Business Management) Course Name: Presentation skill for business managers MS-Power Point

Course	Presentation skill for Business Managers- MS	Credits	02
	Power (Semester 1: Point		
	Level 4.5)		
Туре	VSC, SEC: (VSEC)	No of Teaching hours	
			30
Evaluation/ Assessment	50 marks - 30 marks sem	nester end evaluation and 20 marks continuous	
		evaluation	

Learning objectives	a) To learn basic PowerPoint presentations and its role in management of business.
	b) To understand the basic concepts of creating, formatting the slides.
	c) To enable the learners to add visual tools, charts, smart arts, media.
	d) To demonstrate proficiency in navigating the PowerPoint interface.
Course Outcomes	
CO1	Learners will be acquainted to different applications of power point presentation in business.
CO2	Learners will develop the professional presentation skill.
CO3	Develop learners understanding of the technologies and business model presentation for effective communication to stakeholders.

Module At Glance

	Content	No. of Hours		
	Module No. 1			
Unit 1	Introduction to MS-PowerPoint for effective communication in Business	15		
	Module No 2			
Unit 2	Dealing to Visual and PowerPoint interface	15		

	Content	No. of
		Hours
	Module No. 1	
Unit 1	Introduction to MS-PowerPoint for effective communication in Business a) Create and Manage presentation: Create a Presentation, Insert and Format Slides, Modify Slides, Handouts, and Notes, Configure and Present a Slide Show b) Insert and Format Text, Shapes, and Images: Insert and Format Text, Insert and Format Shapes and Text Boxes, Insert and Format Images	15
	Module No. 2	
Unit 2	a) Insert Tables, Charts, SmartArt, and Media: Insert and Format Tables, Insert and Format Charts, 3 Insert and Format SmartArt graphics, Insert and Manage Media, Insert and Format SmartArt graphics b) Apply Transitions and Animations: Apply Slide Transitions, Animate Slide Content, Set Timing for Transitions and Animations	15

References

Ш	Microsoft Powerpoint Quick Start 2024 Guide by Jexonia Graneer
	Microsoft Powerpoint 2024 Guide For Beginners by Zecherry Wudare
	The Microsoft Office 365 Bible by Todd Finkle
	Microsoft Powerpoint Guide For Success by Kevin Pitch
	Microsoft Office 365 Bible by freddy Beverly
	Microsoft PowerPoint 365 Pro by Isaac Lemmings
П	Microsoft Office 365 For Beginners 2024 by Henry C. Altoff

Paper Pattern (Any two out of four questions are expected to be attempted by the students.) **Time:** 1 Hr.

Question No	Questions	Total Marks: 30
Q1		15
Q2		15
Q3		15
Q4		15

Note:

- a) Equal Weightage to be given to all the modules.
- b) 15 marks questions may be subdivided into 7/8 marks each.
- c) Q1 and Q2 will be from Module 1, Q3 and Q4 will be from Module 2.
- d) Any two out of four questions are expected to be attempted by the students.

Continuous Evaluation: Internal (20 marks)

	Assessment/ Evaluation	Marks
1	Computer lab Test	20

Semester - II

Major (2 credit)

Course	Fundamentals of	Credits	02
	Management -II		
	(Semester II: Level 4.5)		
Туре	Major: Mandatory	No of Teaching	
		hours	30
Evaluation/ Assessment	50 marks- 30 marks semester end evaluation and 20 marks		
	continuous evaluation		

Learning objectives	a) To enable the learners to understand the dimensions of direction & control.b) To familiarize and acquaint the learners with changing role of Indian business leaders.	
	c) To identify the contemporary issues and challenges in Management	

Course Outcomes	
CO1	
CO1	Students will remember & understand the domains of delegation and
	control.
CO2	Students will apply & analyse the strategies adopted by successful
	business leaders.
CO3	Students will evaluate & apply evolving management opportunities & challenges in the changing business world.

Modules At Glance

Module No.	Content	No. of Hours
1	Functions of Management – II	15
2	Functions of Management -III	15
		30

	Content	No.
		of
		Hours
	Module No. 1	
Unit 1	Functions of Management – II a. Introduction & overview to PODSCORB - Delegation of Authority – Meaning – Need for Delegation – Principles of Effective Delegation- b. Co-ordination – Concept -Importance – Principles - Techniques c. Controlling – Concept – Steps - Techniques	15
	Module No. 2	
Unit 2	Functions of Management -III a. Directing and Communication— Concept — Principles of Directing, Barriers of communication b. Motivation — Concept — Factors affecting Motivation—theories of motivation c. Leadership—Concept—Styles—Attributes of a successful leader.	15
	Total	30

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 II & 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, Publishing Co. 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.
K. Ashwathappa, Organisation Behaviour- Text, Cases & Games, Himalaya Publishing
House, 2014 Edition.

☐ Gerald Greenberg, Behaviour In Organisation, Pearson Edition (Prentice Hall India)

Paper Pattern (Any two out of four questions are expected to be attempted by the students.)

 Question No
 Questions
 Total Marks: 30

 Q1
 15

 Q2
 15

 Q3
 15

 Q4
 15

Note:

- a) Equal Weightage to be given to all the modules.
- b) 15 marks questions may be subdivided into 7/8 marks each.
- c) Q1 and Q2 will be from Module 1, Q3 and Q4 will be from Module 2.
- d) Any two out of four questions are expected to be attempted by the students.

Continuous Evaluation: Internal (20 marks)

	Assessment/ Evaluation	Marks
1	Class Test during the lectures. (Physical/ Online mode) (Short notes/ MCQ's/ Match the Pairs/ Answer in one sentence/ Puzzles)	10
2	Participation and paper presentation in Workshop/ Conference/Seminar, Assignment & Viva. (Physical/Online mode)	10

VSC

Programme Name: B.Com. (Business Management) Course Name: Data handling skills for business Managers MS-Excel

Course	Data handling skill	Credits	02
	S		
	for MS-Excel (Semester		
	II: Level 4.5)		
Туре	VSC, SEC: (VSEC)	No of Teaching hours	
			30
Evaluation/ Assessment	50 marks - 30 marks semester end evaluation and 20 marks continuous		
	evaluation		

Learning objectives	To describe the user interface for Excel and its effective use in data management.	
	To understand the basic concepts of creating, formatting workbooks and worksheets	
	To practice calculations, formulas, charts, tables and graphs.	
	To explore shortcut keys and functions for data analysis.	
Course Outcomes		
CO1	Learners will be able to analyze large data of business in compact form	
CO2	Learners will develop data handling skills.	
CO3	Assist Learners to accelerate the workflow through fast data processing	

Module At Glance

	Content	No. of Hours	
	Module No.1		
Unit 1	Create and Format Workbooks and Worksheets	15	
	Module No 2		
Unit 2	Excel operations with formulas and functions	15	
	for analyzing data		

	Content	No.
		of
		Hours
	Module No. 1	
Unit 1	Introduction to MS-Excel for handling data of Business	15
	a) Create and Format Workbooks and	
	Worksheets: Create a workbook, Add a	
	worksheet, copy and move worksheet, search for	
	data within a workbook, navigate to a named	
	cell, range, insert and remove hyperlinks	
	b) Format Worksheets: Data entry, Insert and	
	delete rows and columns, adjust row height	
	and column width, change worksheet tab	
	colour, change workbook themes, insert header	
	and footer, hide and unhide columns and rows,	
	hide	
	and unhide worksheets	
11.40	Module No. 2	4.5
Unit 2	Excel operations with formulas and functions	15
	for analyzing data	
	a) Insert Tables and Charts: Create tables, add or	
	remove table rows and colums, sort and filter	
	data, create and format charts, add or modify	
	chart elements, charts layout and styles, Insert	
	shapes and images and smart art	
	b) Perform calculations and Application of Basic	
	functions: Create and reuse formulas, perform	
	basic calculations, Insert and edit functions, Apply	
	basic functions like SUM, MIN, MAX, COUNT,	
	AVERAGE, IF, SUMIF	
	A V EXACE, II', SUMIII'	

References

Ш	Excel Quick Start Guide from Beginner to Expert by william Fischer
	Excel 2016 Bible by John Walkenbach
	Excel with Microsoft Excel: Comprehensive and Easy Guide to Learn Advanced MS Excel by Naveen Mishra
	Excel 2016 for Dummies by Greg Harvey
	Excel 2016 from Scratch by Peter Kalmstrom

Paper Pattern (Any two out of four questions are expected to be attempted by the students.) **Time:** 1 Hr.

		I VIIVO. I III.
Question No	Questions	Total Marks: 30
Q1		15
Q2		15
Q3		15
Q4		15

Note:

- a) Equal Weightage to be given to all the modules.
- b) 15 marks questions may be subdivided into 7/8 marks each.
- c) Q1 and Q2 will be from Module 1, Q3 and Q4 will be from Module 2.
- d) Any two out of four questions are expected to be attempted by the students.

Continuous Evaluation: Internal (20 marks)

	Assessment/ Evaluation	Marks
1	Computer lab Test	20

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result	Grading Point
9.00 - 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)	6
5.00 - < 5.50	50.0 - < 55.0	C (Average)	5
4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0

Team for Creation of Syllabus (kindly add you name and college name)

Name	College Name	Sign
Dr.(Prof.) Megha Somani	Smt. MMK College of Com& Eco	Doue and
Dr. Rucha Khavanekar	DBJ College, Chiplun	Ruchake
Dr. Seema Shashikant Kadam	Gogate Joglekar College, Ratnairi	Ladam
Dr. Sachin Deshmukh	Sh. Pancham Kemraj Mahavidyalaya, Sawantwadi, Sindhidurg	A BETT

Bour and

Sign of HOD Name of the Head Department of Business Management

Sign of DeanName of the Dean
Faculty of Commerce

Appendix B

Justification for B.Com. (Business Management)

1.	Necessity for starting the course:	Yes
		Program equips the learners with well-developed business insights, critical thinking, and decision-making skills. The program focuses on building your business and employability skills.
2.	Whether the UGC has recommended the course	Yes
3.	Whether all the courses have commenced from the academic year 2024-25	Yes This course is an old course and in existence and it is now restructured as per NEP guidelines,2020. It is to be commenced from the year 2024-25.
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?:	Aided courses Yes
5.	To give details regarding the duration of the Course and is it possible to compress the course?	No As it needs detail study in business management to acquire accomplished skill to employability.
6.	The intake capacity of each course and no. of admissions given in the current academic year:	120
7.	Opportunities of Employability / Employment available after undertaking these courses	Yes The program extends requisite skills in different areas like Financial Management, Human Resource Management, Marketing Management, Logistics Management, Portfolio Management to give a holistic understanding and skill to venture their own business or to seek the job in the market.

Sign of the BOS Chairperson Dr.(Prof.) Megha Somani BOS in Business Management Sign of the Offg. Associate Dean Dr. Ravikant Balkrishna Sangurde Faculty of Commerce Sign of the
Offg. Associate
Dean
Prin. Kishori Bhagat
Faculty of
Management
Sign of the
Offg. Dean
Prof. Kavit
Faculty of
Commerce
Management

Sign of the Offg. Dean Prof. Kavita Laghate Faculty of Commerce & Management