



MU BMS MARKETING Sem 1 syllabus

Introduction to Financial Accounts

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Unit 1 - Introduction

- Meaning and Scope of Accounting: Need and development, definition: Book-Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting
- Accounting principles: Introductions to Concepts and conventions.
- Introduction to Accounting Standards: Meaning and Scope)
 - AS 1 : Disclosure to Accounting Policies
 - AS 6: Depreciation Accounting.
 - AS 9: Revenue Recognition.
 - AS 10: Accounting For Fixed Assets.
- International Financial Reporting Standards (IFRS): Introduction to IFRS
 - IAS-1: Presentation of Financial Statements (Introductory Knowledge)
 - IAS-2: Inventories (Introductory Knowledge)
- Accounting in Computerized Environment: Introduction, Features and application in various areas of Accounting

Unit 2 - Accounting Transactions

- Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book -Triple Column), Bank Reconciliation Statement.
- Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue expenditure Unusual expenses: Effects of error: Criteria test.
 - Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts.

- Profit or Loss: Revenue profit or loss, capital profit or loss

Unit 3 - Depreciation Accounting & Trial Balance

Depreciation accounting: Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained).

Preparation of Trial Balance: Introduction and Preparation of Trial Balance

Unit 4 - Final Accounts

Introduction to Final Accounts of a Sole proprietor.

- Rectification of errors.
- Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet.
- Preparation and presentation of Final Accounts in horizontal format
- Introduction to Schedule 6 of Companies Act, 1956

Business Law

Business Law

Unit 1 - Contract Act, 1872 & Sale of Goods Act, 1930

- Contract Act, 1872: Essential elements of Contract; Agreement and Contract - Capacity to Contract, free consent, consideration, lawful objects/consideration, Breach of contract. Remedies for breach of Contract.
- Sale of Goods Act, 1930: Scope of Act, Sale and Agreement to sell, essential of a valid Sale Contract - Conditions and warranties - Implied Condition and warranties, Rights of an unpaid seller.

Unit 2 - Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986

- Negotiable Instrument Act, 1981: Introduction of Negotiable Instruments - Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque.
- Consumer Protection Act, 1986: Objects of Consumer Protection- Introduction of Consumers, who is consumer? Meaning of the words "Goods and services" - Meaning of the words "Defects and

Deficiencies of goods and services” Consumer disputes and Complaints.

Unit 3 - Company Law

- Company Law: What is company? – Incorporation of company – MOA, AOA, Prospectus, Meetings, Meaning of transfer and transmission of shares.

Unit 4 - Intellectual Property Rights(IPR)

- Intellectual Property Rights (IPR)
IPR definition/ objectives
Patent definition. What is patentable? What is not patentable?
Invention And its Attributes, Inventors and Applications
Trademarks, definition, types of trademarks, infringement and passing off.
Copy right definition and subject in which copy right exists, Originality, Meaning and Content, Authors and Owners, Rights and Restrictions.
Geographical indications (only short notes)

Business Statistics

Business Statistics

Unit 1 - Introduction to Statistics

- Introduction: Functions/Scope, Importance, Limitations
- Data: Relevance of Data(Current Scenario), Type of data(Primary & Secondary), Primary(Census vs Samples, Method of Collection (In Brief), Secondary(Merits, Limitations, Sources) (In Brief)
- Presentation Of Data:Classification – Frequency Distribution – Discrete & Continuous, Tabulation, Graph(Frequency, Bar Diagram, Pie Chart, Histogram, Ogives)
- Measures Of Central Tendency:Mean(A.M, Weighted, Combined), Median(Calculation and graphical using Ogives), Mode(Calculation and Graphical using Histogram), Comparative analysis of all measures of Central Tendency

Unit 2 - Measures of Dispersion, Co-Relation and Linear Regression

- Measures Of Dispersion: Range with C.R(Co-Efficient Of Range), Quartiles & Quartile deviation with CQ (Co-Efficient Of Quartile), Mean Deviation from mean with CMD (Co-Efficient Of Mean Deviation), Standard deviation with CV(Co-Efficient Of Variance), Skewness& Kurtosis (Only concept)
- Co-Relation: Karl Pearson, Rank Co-Relation
- Linear Regression: Least Square Method

Unit 3 - Time Series and Index Number

- Time Series: Least Square Method, Moving Average Method, Determination of Season
- Index Number: Simple(unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number

Unit 4 - Probability and Decision Theory

- Probability: Concept of Sample space, Concept of Event, Definition of Probability, Addition & Multiplication laws of Probability, Conditional Probability, Bayes' Theorem(Concept only), Expectation & Variance, Concept of Probability Distribution(Only Concept)
- Decision Theory: Acts, State of Nature Events, Pay offs, Opportunity loss, Decision Making under Certainty, Decision Making under Uncertainty,
- Non-Probability: Maximax, Maximin, Minimax, Regret, Laplace & Hurwicz)
- Probabilitistics (Decision Making under risk):EMV, EOL, EVPI
- Decision Tree

Business Communication-I

Business Communication-I

Unit 1 - Theory of Communication

Concept of Communication: Meaning, Definition, Process, Need, Feedback
 Emergence of Communication as a key concept in the Corporate and Global world
 Impact of technological advancements on Communication

Channels and Objectives of Communication: Channels-Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine

Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)

Methods and Modes of Communication:

Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette

Modes: Telephone and SMS Communication 3 (General introduction to Telegram

to be given) Facsimile Communication [Fax] Computers and E-communication Video and Satellite Conferencing

Unit 2 - Obstacles to Communication in Business World

Problems in Communication /Barriers to Communication:

Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to

Overcome these Barriers

Listening: Importance of Listening Skills, Cultivating good Listening Skills - 4

Introduction to Business Ethics:

Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility

Teachers can adopt a case study approach and address issues such as the

following so as to orient and sensitize the student community to actual business

practices:

Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste,

Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour

Unit 3 - Business Correspondence

Theory of Business Letter Writing:

Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block

Principles of Effective Letter Writing, Principles of effective Email Writing,
Personnel Correspondence:
Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation
[Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]

Unit 4 - Language and Writing Skills

Commercial Terms used in Business Communication

Paragraph Writing:

Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]

Activities

Listening Comprehension

Remedial Teaching

Speaking Skills: Presenting a News Item, Dialogue and Speeches

Paragraph Writing: Preparation of the first draft, Revision and Self - Editing, Rules of spelling.

Reading Comprehension: Analysis of texts from the fields of Commerce and Management

Foundation Course -I

Foundation Course -I

Unit 1 - Overview of Indian Society

Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference

Unit 2 - Concept of Disparity- 1

Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide

(declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities

Unit 3 - Concept of Disparity-2

Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences

Unit 4 - The Indian Constitution

Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution

Unit 5 - Significant Aspects of Political Processes

The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics

Foundation of Human Skills

Foundation of Human Skills

Unit 1 - Understanding of Human Nature

- Individual Behaviour: Concept of a man, individual differences, factors affecting individual differences, Influence of environment
- Personality and attitude: Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational behaviour like authoritarianism, locus of control, Machiavellianism, introversion-extroversion achievement orientation, self-esteem, risk taking, self-monitoring and type A and B personalities, Concept of understanding self through JOHARI WINDOWS, Nature and components of attitude, Functions of attitude, Ways of changing attitude, Reading emotions
- Thinking, learning and perceptions: Thinking skills, thinking styles and thinking hat, Managerial skills and development, Learning

characteristics, theories of learning (classical conditioning, operant conditioning and social learning approaches), Intelligence, type (IQ, EQ, SQ, at work place), Perception features and factor influencing individual perception, Effects of perceptual error in managerial decision making at work place. (Errors such as Halo effect, stereotyping, prejudice attributional).

Unit 2 - Introduction to Group Behaviour

- Introduction to Group Behaviour

Group Dynamics: Nature, types, group behaviour model (roles, norms, status, process, structures)

Team effectiveness: nature, types of teams, ways of forming an effective team.

Setting goals.

- Organizational processes and system.

Power and politics: nature, bases of power, politics nature, types, causes of organizational politics, political games.

Organizational conflicts and resolution: Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies with outcomes.

Unit 3 - Organizational Culture and Motivation at workplace

- Organizational Culture:

Characteristics of organizational culture.

Types, functions and barriers of organizational culture

Ways of creating and maintaining effective organization culture

- Motivation at workplace: Concept of motivation

Theories of motivation in an organisational set up.

A. Maslow Need Hierarchy

F. Herzberg Dual Factor

McGregor theory X and theory Y. Ways of motivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace.

Unit 4 - Organisational Change, Creativity and Development and Work Stress

- Organisational change and creativity: Concepts of organisational change,

Factors leading/influencing organisational change, Kurt Lewin's model of organisational change and development, Creativity and qualities of

a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving.

- Organisational Development and work stress: Need for organisational development, OD Techniques, Stress, types of stress, Causes and consequences of job stress, Ways for coping up with job stress

Business Economics - I

Business Economics - I

Unit 1 - Introduction

Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium

Unit 2 - Demand Analysis

Demand Function - nature of demand curve under different markets Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts

Demand estimation and forecasting: Meaning and significance - methods of demand estimation : survey and statistical methods (numerical illustrations on trend analysis and simple linear regression)

Unit 3 - Supply and Production Decisions and Cost of Production

Production function: short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale - expansion path - Economies and diseconomies of Scale. Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve - Break even analysis (with business applications)

Unit 4 - Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition

Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly

Monopolistic competition: Equilibrium of a firm under monopolistic competition,

debate over role of advertising (topics to be taught using case studies from real life examples)

Oligopolistic markets: key attributes of oligopoly - Collusive and non collusive oligopoly market - Price rigidity - Cartels and price leadership models (with practical examples)

Unit 5 - Pricing Practices

Cost oriented pricing methods: cost - plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple - product pricing - transfer pricing

(case studies on how pricing methods are used in business world)