
**ST. TERESA'S COLLEGE, ERNAKULAM
(AUTONOMOUS)**

Affiliated to Mahatma Gandhi University, Kottayam



**CURRICULUM FOR
BACHELOR'S PROGRAMME
IN MANAGEMENT STUDIES
(INTERNATIONAL BUSINESS)**

Under Choice Based Credit & Semester System
& Outcome Based Education

(2018 Admissions)

**BMS - BACHELOR PROGRAMME IN MANAGEMENT
STUDIES (INTERNATIONAL BUSINESS)**

PROGRAM SPECIFIC OUTCOMES

PSO1: Apply basic managerial principles in real scenarios involving Marketing, Human Resource, Financial and general management decision making in a dynamic business environment.

PSO2: Manage dynamics of teamwork by taking up leadership roles in organizational settings

PSO3: Develop organizational strategies from an Indian perspective, based on knowledge of international business environment scenarios and policies and procedures that govern international trade.

PSO4: Develop effective business communication skills and technology readiness for solving business challenges.

PSO5: Analyze business situations using business research competencies

SEMESTER I

Course Code	Course Title	Credits	Course Type
EN1A01B18	Fine-tune Your English	4	Common Course I
MS1B01B18	Management Concepts and Practices	4	Core Course
MS1B02B18	Accounting - I	4	Core Course
MS1B03B18	Quantitative Techniques for Management	4	Core Course
MS1B04B18	Managerial Economics	4	Core Course

SEMESTER I

COMMON COURSE I

EN1A01B18– FINE-TUNE YOUR ENGLISH

Credits: 4

Total Lecture Hours: 90

Course Outcomes:

CO1: Recognize the basics of English grammar

CO2: Choose the appropriate word classes

CO3: Identify common errors in the use of English language in various contexts

CO4: Apply the rules of grammar to comprehend, speak, and write grammatically correct English

CO5: Develop materials for business communication

Mapping of Course Outcomes with Program Specific Outcomes

Mapping	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	1	1	2	1
CO2	1	1	1	2	1
CO3	1	2	1	2	1
CO4	1	1	1	3	1
CO5	1	1	1	3	1

Syllabus Content

Module I (18 Hours)

The Sentence and its Structure

How to Write Effective Sentences – Phrases:What are They? – The Noun Clauses – The Adverb Clause – “If All the Trees Were Bread and Cheese” – The Relative Clause – How Clauses are Conjoined

Module II (18 Hours)

Word-Classes and Related Topics

Understanding the Verb – Understanding Auxiliary Verbs – Understanding Adverbs – Understanding Pronouns – The Reflexive Pronoun – The Articles I – The Articles II – The Adjective – Phrasal Verbs – Mind your Prepositions

Module III (18 Hours)

To Err is Human

Concord – Errors – Common and Uncommon

Spelling and Pronunciation

Pronunciation: Some Tips – More Tips on Pronunciation – An awesome Mess? – Spelling Part II

Module IV (18 Hours)

Tense and Related Topics

‘Presentness’ and Present Tenses – The ‘Presentness’ of a Past Action – Futurity in English – Passivation

Interrogatives and Negatives

Negatives – How to Frame Questions – What’s What? – The Question Tag

Module V (18 Hours)

Conversational English

Some time expressions – Is John There Please?

Miscellaneous and General Topics

Reading

Letter Writing **In addition there will be an essay question on a general topic.**

SEMESTER I

CORE COURSE

MS1B01B18– MANAGEMENT CONCEPTS AND PRACTICES

Credits: 4

Total Lecture Hours: 90

Course Outcomes:

CO1: Describe the nature, importance and functions of management.

CO2: Differentiate the relevance and outcome of each evolutionary practices in management

CO3: Explain the essentials of Planning processes, its impact on Decision-making and
Expansion

CO4: Distinguish the functional demarcation of hierarchies and departments

CO5: Relate leadership and motivational theories into practical management scenarios

Mapping of Course Outcomes with Program Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	2	1
CO2	2	1	2	1	1
CO3	2	2	2	2	2
CO4	2	1	2	2	2
CO5	3	3	3	2	2

Syllabus Content:

Module I

18 hours

Management - Introduction and Nature, Management Definitions By P. F. Drucker, Koontz O’ Donnel, S. George; Management as an Art, Science and Profession; Distinction between Administration and Management; Importance & Functions of Management; Business Ownership - Basic Forms and Special forms of ownership - Franchising, Licensing, Leasing, Choosing a form of Business ownership.

Module II

26 hours

Evolution of Management Thought - Pre Scientific Management era, Scientific Management, & Contribution of F. W. Taylor, Process Management & Contribution of Henri Fayol; HR movement - Hawthorne experiments; Contributions of Behavioural scientists - Abraham Maslow, Peter Druker, Douglas McGregor.

Module III

18 hours

Corporate Expansion - Mergers, Acquisitions, Diversification; Forward and Backward Integration, Joint ventures, Strategic Alliance; Planning - Overview, Types of Plans and the Planning Process; Decision making - Process, Types and Techniques; Control - Function, Process and Types.

Module IV

10 hours

Principles of Organizing, Common Organisational Structures; Decentralization - Factors affecting the extent of decentralization; Delegation - Process and Principles.

Module V

18 hours

Directing - Meaning & Importance; Leadership - Meaning & Styles; Motivation - Importance & Theories (Maslow, Herzberg, McGregor); Communication - Meaning, Objectives & Types; Coordination - Meaning, Principles and Techniques; Control - Meaning and Need, Steps in Controlling.

SEMESTER I

CORE COURSE

MS1B02B18 – ACCOUNTING - I

Credits: 4

Total Lecture Hours: 90

Course Outcomes:

CO1: State accounting concepts and conventions

CO2: Prepare journal, ledger and trial balance of an organisation

CO3: Report the errors in the trial balance

CO4: Construct financial statements of an organisation

CO5: Calculate depreciation for fixed assets

CO6: Prepare bank reconciliation statement for businesses

Mapping of Course Outcomes with Program Specific Outcomes

Mapping	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	1	1	1
CO2	2	1	1	3	1
CO3	3	1	1	1	2
CO4	2	2	2	2	2
CO5	2	1	1	1	1
CO6	2	2	2	1	2

Syllabus Content:

Module I (18 hours)

Introduction to Accounting, Need for Accounting, History and Development of Accounting, Definitions and Functions of Accounting, Book-keeping and Accounting, Is Accounting a Science or an Art?, End Users of Accounting Information, Accounting and Other Disciplines. Objectives of Accounting, Branches of Accounting. The Institute of Chartered Accountants of India, Accounting Principles and Conventions, International Financial Reporting Standards – Brief Overview only.

Module II (26 hours)

Introduction, Journal, Rules of Debit and Credit, Compound Journal Entry, Opening Entry, Ledger, Posting, Rules Regarding Posting, Use the Words "To" and "By", Advantages of Ledger. Trial balance, Errors of Omission, Errors of Principle, Rectification of Errors, Preparation of the Trial Balance, Preparation of the Final Accounts, Suspense Account, Methods of Preparing Trial Balance.

Module III (10 hours)

Income Statement/Profit and Loss account: Introduction, Trading account- Gross Profit, Non cash expenditures, Expenses, Profit and Loss account- Net profit, Bottom line, Accrual accounting.

Balance Sheet: Introduction, Asset, Liabilities, Adjustments: outstanding incomes and expenses, depreciation adjustments, closing stock, prepaid incomes and expenses, Balance Sheet as an Indicator of Financial Position.

Module IV (10 hours)

Depreciation Methods-Introduction, Definition, Methods of Calculation – Written down Value method, Straight Line Methods, Block of Assets, Depreciation rates, Depreciation Tax Shield.

Module V (26 hours)

Bank Reconciliation Statement- Meaning, Need of reconciliation statement – Cash book and Pass book- Difference between cash book and pass book.

SEMESTER I

CORE COURSE

MS1B03B18 – QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Credits: 4

Total Lecture Hours: 90

Course Outcomes:

CO1: Summarize the data using statistical techniques

CO2: Apply probability techniques to business problems

CO3: Analyze project networks using network analysis techniques

CO4: Establish matrix operations in business scenario

CO5: Devise meaningful hypotheses testing

Mapping of Course Outcomes with Program Specific Outcomes

Mapping	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	2	2
CO2	3	1	3	3	2
CO3	2	2	2	2	3
CO4	3	2	2	2	2
CO5	2	2	2	2	3

Syllabus Content:

Module I

(18 hours)

Measures of Central Tendency - mean, median, mode. Merits, Limitations and Suitability of averages. Measures of Dispersion: Meaning and Significance-Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Skewness, Kurtosis.

Correlation Analysis: Meaning and significance. Correlation and Causation, Types of correlation. Methods of studying simple correlation - Scatter diagram, Karl Pearson’s coefficient of correlation, Spearman’s Rank correlation coefficient, Regression Analysis: Meaning and significance, Regression vs. Correlation. Linear Regression, Regression lines (X on Y, Y on X)

Module II

(26 hours)

Probability: Meaning and need. Rules of addition and multiplication. Conditional probability. Bayes’ theorem, Random Variable- discrete and continuous. Probability distributions: Meaning, Random variable – Expected value – Binomial, Poisson, Normal distributions – Business applications.

Module III

(10 hours)

Network Analysis: Construction of the Network diagram, Critical Path- float and slack analysis (Total float, free float, independent float), PERT.

Module IV

(10 hours)

Matrices – Types – Addition – Subtraction – Multiplication – Inverse – Determinant and solving systems of equations – Matrix Method & Determinant Method.

Index Numbers: Meaning and significance, problems in construction of index numbers, methods of constructing index numbers-weighted and unweighted,

Fishers Index number, Business applications of Index Numbers.

Module V

(26 hours)

Hypothesis testing: Concept; Level of Significance; Test of hypothesis concerning Mean, Interval estimation using Normal Z test & t test, Hypothesis Testing using z and t test for single mean.

SEMESTER I

CORE COURSE

MS1B04B18 – MANAGERIAL ECONOMICS

Credits: 4

Total Lecture Hours: 90

Course Outcomes:

CO1: Illustrate the necessity and applicability of economic concepts in organisational context

CO2: Analyse market demand and supply to interpret forecasts that affect business

CO3: Interpret the relationship between Consumption Functions and Economies of Scale

CO4: Assess the impact of production functions towards maintaining equilibrium in market

CO5: Interpret different market structures and pricing decisions

Mapping of Course Outcomes with Program Specific Outcomes

Mapping	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	2
CO2	2	1	2	2	3
CO3	2	1	2	2	2
CO4	2	3	2	2	2
CO5	3	2	3	3	2

Syllabus Content:

Module I

(12 hours)

Managerial Economics - Meaning, Definition, Features and Scope; Objectives and practical uses of Managerial Economics; Role and Responsibilities of Business Economist to modern Business Management.

Module II

(22 hours)

Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium; Elasticities of demand and supply - Price elasticity of demand, Income elasticity of demand, Cross price elasticity of demand, Elasticity of supply; Theory of Consumer Behaviour - Cardinal Utility Theory, Ordinal Utility Theory (Indifference Curves, Budget Line, Consumer Choice, Price Effect, Substitution Effect, Income Effect for Normal, Inferior and Giffen goods), Revealed Preference Theory.

Module III

(20 hours)

Consumption - meaning, features and Types; Theory of Consumption; Role of consumer under open and closed economy; Meaning of ICA properties - Consumer’s Equilibrium - Concept of MRS, Substitution Effect, Income effect, Price effects; Concept of Engle’s Law Theory of Cost and Break Even Analysis; Cost-output relations; Economies and Diseconomies of Scale.

Module IV

(18 hours)

Meaning of Production Function - classification, fixed factors, variable factors; Law of Variable Proportion; Concept of Iso-quant and Iso-cost; Producer’s Equilibrium; Managerial Equilibrium - MRTS, Optimal Combination; Economies of scale - meaning, Internal and External economies of scale; Supply - meaning, determinants and Law of supply; Cost - Meaning, concepts, Computation of costs.

Module V

(18 hours)

Market Structure and Pricing Decisions: Revenue - Meaning, classification; Perfect competition - meaning, features, equilibrium price determination, simultaneous changes in demand and supply, importance of time element, Short run and Long run equilibrium, Imperfect competition; Monopoly - meaning, features, Short and Long run equilibrium; Price and output determination under Discriminating Monopoly; Oligopoly - meaning, features, kinds of demand curve; Duopoly - meaning and features.