



Syllabus

First Semester Courses in Management Studies 2023-2024

Contents:

- Syllabus for Core Course and/or Minor Course and Vocational Skill course (VSC)
 1. **Major Course (Offered to the students of BMS)**
UCMGS4501MJ1: Principles of Management
 2. **Minor Course (Offered to students of BA-MCJ, BSc IT & BAF)**
UCMGS4501MN1: Fundamentals of Management
 3. **Vocational Skill Course: VSC (Offered to the students of BMS)**
UCMGS4501VS1: Introduction to Business Law
- Evaluation and Assessment guidelines

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Major Course
F.Y.BMS

Course Code: UCMGS4501MJ1

Title: Principles of Management

Credits: 4

Course Objectives:

- To provide fundamental knowledge and exposure to the concepts, theories and practices in the field of management.
- To familiarize the students with the various functions of management.
- To lay a strong foundation for understanding the principles of management.

Course Outcomes (COs):

1. Students will be able to integrate management principles into management practices
2. The students will execute the managerial tasks of planning, organizing, and controlling in a variety of circumstances.
3. The students will be able to understand the dynamics of motivation and this will help them to design the appropriate tools for motivating employees at different levels in the organization.
4. The students will be able to apply the concepts learned in the course to the management of their own entrepreneurial venture.
5. The assignments and industry-based projects will give the students a practical exposure to the concepts.

Unit 1

(15 lectures)

Management-concept, nature, process and Significance. An overview of functional areas of management, managerial roles (Mintzberg)

Evolution of Management Theory – Work of Fredrick. Taylor, Fayol’s contribution.

Behavioural Science approach, Contingency approach.

Unit 2

(15 lectures)

Management Functions – Planning, Organizing, Staffing, Directing and controlling.

Planning: meaning-importance-elements- process - limitations

Decision Making- concept, importance and steps in decision making

Unit 3

(15 lectures)

Organising - Concept, nature and significance; Authority and responsibility relationships, centralization and decentralization, departmentation, organization structure- forms.

Staffing - importance, sources of recruitment, selection process



Unit 4

(15 lectures)

Directing – meaning and steps I direction: motivation – concept; theories – Maslow, Herzberg, Mc Gregor.

Leadership- concept, styles and traits

Control: concept, process: Effective control system; control techniques.

Coordination- concept, Definition and importance.

List of Recommended Reference Books

1. Prasad, L. A. X. M. A. N. (2021). *Management Concepts*. Lap Lambert Academic Publ.
2. Robbins, S., DeCenzo, D., & Coulter, M. (2015). *Fundamentals of Management: Essential Concepts and Applications*. Pearson.
3. Koontz, H., Weihrich, H., & Aryasri, A. R. (2004). *Principles of Management*. Tata McGraw-Hill.
4. Webber, R. A. (1981). *To be A manager: Essentials of management*. Irwin.
5. Varney, G. H. (1979). *Management by objectives*. Dartnell Corp.

Evaluation (Theory): Total marks per course – 100

Formative Assessment 'for' Learning (continuous internal assessment - CIA to improve learning).

CIA- 40 marks

CIA 1: Written test -20 marks,

CIA 2: Assignment -20 marks

Summative Assessment 'of' Learning

End Semester Examination – 60 marks

One question from each unit for 15 marks, with internal choice.

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Template for the Core Course: Principles of Management, End Semester Examination Semester 1

UNITS	KNOWLEDGE	UNDERSTANDING	APPLICATION and ANALYSES	TOTAL MARKS - Per unit
1	6	6	3	15
2	4	4	7	15
3	3	4	8	15
4	3	4	8	15
-TOTAL - Per objective	16	18	26	60
% WEIGHTAGE	26.66%	30%	43.33%	100%

Grid template for Evaluation of course GROUP ORAL PRESENTATION Type 2 for CIA 2

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MINOR COURSE (FOR BA-MCJ, BSC IT & BAF)

F.Y.BMS

Course Code: UCMGS4501MN1

Title: Fundamentals of Management

Credits: 4

Course Objectives:

- To provide fundamental knowledge and exposure to the concepts, theories and practices in the field of management.
- To familiarize them with the various functions of management.
- To lay a strong foundation for understanding the principles of management.

Course Outcomes (COs):

1. Students will be able to integrate management principles into management practices
2. The students will execute the managerial tasks of planning, organizing, and controlling in a variety of circumstances.
3. The students will be able to understand the dynamics of motivation and this will help them to design the appropriate tools for motivating employees at different levels in the organization.
4. The students will be able to apply the concepts learned in the course to the management of their own entrepreneurial venture.
5. The assignments and industry-based projects will give the students a practical exposure to the concepts.

Unit 1

(15 lectures)

Management-concept, nature, process and Significance. An overview of functional areas of management, managerial roles (Mintzberg)

Evolution of Management Theory – Work of Fredrick. Taylor, Fayol’s contribution, Behavioural Science approach, Contingency approach.

Unit 2

(15 lectures)

Management Functions – Planning, Organizing, Staffing, Directing and controlling.
Planning: meaning-importance-elements- process - limitations

Decision Making- concept, importance and steps in decision making

Unit 3

(15 lectures)

Organising - Concept, nature and significance; Authority and responsibility relationships, centralization and decentralization, departmentation, organization structure- forms.

Staffing - importance, sources of recruitment, selection process



Unit 4

(15 lectures)

Directing – meaning and steps I direction: motivation – concept; theories – Maslow, Herzberg, Mc Gregor.

Leadership- concept, styles and traits

Control: concept, process: Effective control system; control techniques.

Coordination- concept, Definition and importance.

List of Recommended Reference Books

1. Prasad, L. A. X. M. A. N. (2021). *Management Concepts*. Lap Lambert Academic Publ.
2. Robbins, S., DeCenzo, D., & Coulter, M. (2015). *Fundamentals of Management: Essential Concepts and Applications*. Pearson.
3. Koontz, H., Weihrich, H., & Aryasri, A. R. (2004). *Principles of Management*. Tata McGraw-Hill.
4. Webber, R. A. (1981). *To be A manager: Essentials of management*. Irwin.
5. Varney, G. H. (1979). *Management by objectives*. Dartnell Corp.

Evaluation (Theory): Total marks per course – 100

Formative Assessment ‘for’ Learning (continuous internal assessment - CIA to improve learning).

CIA- 40 marks

CIA 1: Written test -20 marks,

CIA 2: Assignment -20 marks

Summative Assessment ‘of’ Learning

End Semester Examination – 60 marks

One question from each unit for 15 marks, with internal choice.

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Template for the Minor Course:

Fundamentals of Management: End Semester Examination Semester 1

UNITS	KNOWLEDGE	UNDERSTANDING	APPLICATION and ANALYSES	TOTAL MARKS - Per unit
1	6	6	3	15
2	4	4	7	15
3	3	4	8	15
4	3	4	8	15
-TOTAL - Per objective	16	18	26	60
% WEIGHTAGE	26.66%	30%	43.33%	100%

Grid template for Evaluation of course GROUP ORAL PRESENTATION Type 2 for CIA 2

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**Vocational Skill Course
F.Y. BMS**

Course Code: UCMGS4501VS1

**Title: Introduction to Business Law
Credits: 2**

Course Objectives:

To expose the students to the objects & broad framework of legislative enactments within which business operates.

Course Outcomes (COs):

1. Learners will be able to appreciate the relevance of business law to individuals and businesses.
2. The students will understand the legal and fiscal structure of different forms of business organizations.
3. The students will understand and realise their responsibilities as an employer and the legal implications of their policies and actions
4. The students will be exposed to the objectives & broad framework of legislative enactments within which business operates.
5. The students will be able to understand the legal requirements when they start their entrepreneurial venture.

Unit 1

(15 lectures)

Companies Act, 2013. Understanding the essence of a company –Lifting Corporate veil- Doctrines of Constructive Notice, Indoor Management- Foreign Company, Government Company- Incorporation of Company- Memorandum of Association & Articles of association – Prospectus - Meetings - Board of Directors.

Unit 2

(15 lectures)

(A) Sales of Goods Act, 1930 Scope of the Act - Sale and Agreement to sell - Essentials of a valid sale Contract -Conditions and Warranties - Rights of an unpaid seller - Rules of Delivery – Auction sales – CIF & FOB contract

(B) Indian Partnership (The Indian Partnership Act, 1932). Essentials of Partnership - Partnership Formation - Types of Partnerships - Dissolution of Partnership - Rights, Duties and liabilities of partners.

(C) Consumer Protection Act, 1986. Objects of consumer Protection – Understanding the meaning of a consumer - Meaning of the words “Goods and Services” - Meaning of the words “Defects and Deficiencies of Goods and services” – Consumer disputes and complaints - Unfair Trade Practice



List of Recommended Reference Books

1. Kapoor N.D. (2022) Elements of Mercantile Law (38th Edition). Sultan Chand & Company
2. Avtar Singh. (2022) Company Law (17th Edition). Eastern Book Company
3. Jain V.K., Sharma S. (2022) Business Laws (5th Edition). Taxmann
4. Choudhary R.N. (2017) Business Law. Central Law Publications
5. Avtar Singh. (2012) Contract Law. Eastern Book Company

Evaluation (Theory): Total marks per course - 50

Formative Assessment ‘for’ Learning (continuous internal assessment - CIA to improve learning).

CIA: Assignment/ Written test -20 marks

Summative Assessment ‘of’ Learning

End Semester Examination – 30 marks

One question from each unit for 15 marks, with internal choice.

Template for the Vocational Skill Course:

Introduction to Business Law: End Semester Examination in Semester 1

UNITS	KNOWLEDGE	UNDERSTANDING	APPLICATION and ANALYSES	TOTAL MARKS- Per unit
1	4	5	6	15
2	4	5	6	15
-TOTAL - Per objective	8	10	12	30
% WEIGHTAGE	26.66%	33.33%	40%	100%

Grid template for Evaluation of course GROUP ORAL PRESENTATION Type 2 for CIA 2

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Syllabus

First Semester Courses in Management Studies 2023-2024

Contents:

- Syllabus for Skill Enhancement Course (SEC)

UCMGS4501SE1: Intellectual Property Rights

- Evaluation and Assessment guidelines

(Offered only to the students of BMS in Semester 1, same course is offered in Semester 2 to students of Arts & Science)

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Skill Enhancement Course: (Offered only to BMS students)

F.Y. BMS

Course Code: UCMGS4501SE1

Title: Intellectual Property Rights

Credits: 2

Course Objectives:

To expose the students to the objects & broad framework of Intellectual Property Rights (IPR) in India and in the global context.

Course Outcomes (COs):

1. Learners will be introduced to the history of IPR and will be able to appreciate the relevance of IPR in everyday life and in the development of new business. They will also be made aware of current trends in IPR and the policy of the Government to promote IPR protection
2. The students will understand the concept of a patent and registration of the same in India and overseas.
3. The students will understand and realise the importance of Copyright, registration and protection of copyright and issues related to copyright regulations in India.
4. The students will be exposed to the objectives & broad framework of Trademark legislation and registration in India.
5. The students will be introduced to basic concepts of Design, Geographical Indication, Plant variety, layout design Protection and registration of the same.

Unit 1

(15 lectures)

(A) OVERVIEW OF IPR

Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design – Genetic Resources and Traditional Knowledge – Trade Secret - IPR in India : Genesis and development – IPR in abroad - Major International Instruments concerning Intellectual Property Rights: Paris Convention, 1883, the Berne Convention, 1886, the Universal Copyright Convention, 1952, the WIPO Convention, 1967, the Patent Co-operation Treaty, 1970, the TRIPS Agreement, 1994

(B) PATENTS

Patents - Elements of Patentability: Novelty, Non-Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and licence, Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties - Patent office and Appellate Board

(C) OTHER FORMS OF IPR

Design: meaning and concept of novel and original - Procedure for registration, effect of registration and term of protection. Geographical indication: meaning, and difference between GI and trademarks - Procedure for registration, effect of registration and term of protection.

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Plant variety protection: meaning and benefit sharing and farmers' rights – Procedure for registration, effect of registration and term of protection. Layout Design protection: meaning – Procedure for registration, effect of registration and term of protection

(D) IPR POLICY

India's New National IP Policy, 2016 – Govt. of India step towards promoting IPR – Govt. Schemes in IPR – Career Opportunities in IP - IPR in current scenario with case studies

Unit 2

(15 lectures)

(A) TRADEMARKS

Concept of Trademarks - Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) - Non-Registrable Trademarks - Registration of Trademarks - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties

(B) COPYRIGHTS

Nature of Copyright - Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings - Registration Procedure, Term of protection, Ownership of copyright, Assignment and licence of copyright - Infringement, Remedies & Penalties – Related Rights - Distinction between related rights and copyrights

List of Recommended Reference Books

1. Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.
2. Ahuja, V K. (2017). Law relating to Intellectual Property Rights. India, IN: Lexis Nexis.
3. Neeraj, P., & Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.

E-resources:

1. Subramanian, N., & Sundararaman, M. (2018). Intellectual Property Rights – An Overview. Retrieved from <http://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf>
2. World Intellectual Property Organisation. (2004). WIPO Intellectual property Handbook. Retrieved from https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo_pub_489.pdf

Useful Websites:

1. Cell for IPR Promotion and Management (<http://cipam.gov.in/>)
2. World Intellectual Property Organisation (<https://www.wipo.int/about-ip/en/>)
3. Office of the Controller General of Patents, Designs & Trademarks (<http://www.ipindia.nic.in/>)



Evaluation (Theory): Total marks per course - 50

Formative Assessment 'for' Learning (continuous internal assessment - CIA to improve learning).

CIA: Assignment/ Written test -20 marks

Summative Assessment 'of' Learning

End Semester Examination – 30 marks

One question from each unit for 15 marks, with internal choice.

Template for the Skill Enhancement Course:

Intellectual Property Rights: End Semester Examination in Semester 1

UNITS	KNOWLEDGE	UNDERSTANDING	APPLICATION and ANALYSES	TOTAL MARKS- Per unit
1	4	5	6	15
2	4	5	6	15
-TOTAL - Per objective	8	10	12	30
% WEIGHTAGE	26.66%	33.33%	40%	100%

Grid template for Evaluation of course GROUP ORAL PRESENTATION Type 2 for CIA 2



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