



FACULTY OF MANAGEMENT STUDIES

Syllabus

SR #	Subject Paper Code	Paper Title	Credit	Mode of Examination	Maximum Marks
1	FMS/DMD101	English and Communication	6	Internal	50
				External	50
2	FMS/DMD102	Functional Management	6	Internal	50
				External	50
3	FMS/DMD103	Computer Skills and Internet Proficiency	6	Internal	50
				External	50
4	FMS/DMD104	Website Planning and Designing	6	Internal	50
				External	50
5	FMS/DMD105	Social media and search marketing	6	Internal	50
				External	50
6	FMS/DMD106	Email Marketing & Affiliate Marketing	6	Internal	50
				External	50
7	FMS/DMD107	Content Creation and Management	6	Internal	50
				External	50
8	FMS/DMD108	Practical Project	18	Report	200
				Viva	100

Detailed Course Content:

Paper Code- FMS/DMD101

Paper – English and Communication

- Basics of Communication, Types and modes of communication, Effective Communication and communication process, Barriers of Communication, Written and spoken communication.
- Articles, Noun, Pronoun, Verbs, Adverbs, Adjectives, Tenses, Active and Passive Voice, Prepositions and Conjunctions, Subject Verb Predicate and Idioms and Phrases.
- Reading and Comprehension, Essay, Technical and Creative writing, E writing: Emails, Letters and Reports.

Paper Code- FMS/DMD102

Paper – Functional Management

- **Management:** Basic Concepts of Management, Management Theories, Functions of Management, Management Process, Staffing, Controlling, Decision Making Process, Organizational Behavior, Motivation, Leadership, Personality, Conflict, Perception, Group Dynamics.
- **Marketing Management:** Nature and scope of marketing, Understanding consumer and

Paper Code- **FMS/DMD108**

Paper – **Practical Project**

- **Project/Internship** based on 12 weeks learning of Digital Marketing or related concepts, Report and Viva Voce.