

# **Bachelor of Management Studies (BMS)**

## **Course Description**

The Bachelor of Management Studies (BMS) degree is an Undergraduate Degree that offers a complete 3-year course along with specialisations. BMS is a professional course aimed at quality education, personality development, especially in today's competitive professional world. The curriculum and coursework have been designed in such a manner that along with good theoretical knowledge consisting of the fundamentals of business and management studies, the course is also designed to give students practical knowledge. The BMS course provides you a better understanding of business. As a BMS graduate, you will be equipped to be a businessman and an entrepreneur.

There is a wide scope of career opportunities that attracts the most number of students. The learner of this course possesses the highest potential to grow, a successful career and can make their life an excellent living. The course was started with a view to give students a hands-on experience so they can connect theories learnt during classroom sessions with its application in real-life situations in organisations. The course allows you to obtain the knowledge and skills needed to assume management positions in a wide range of organisations.

## **Eligibility Criteria**

Passed HSC in any stream or its equivalent or Diploma in any Engineering branch.

Secured 45% marks in aggregate for open category in one attempt.

## Course Details

<b><u>BMS - Course Details</u></b>	
<b>FYBMS</b>	
<b>Semester-I</b>	<b>Semester-II</b>
Introduction to Financial Accounts	Principles of Marketing
Business Law	Industrial Law
Business Statistics	Business Mathematics
Business Communication - I	Business Communication - II
Foundation Course -I	Foundation Course - II
Foundation of Human Skills	Business Environment
Business Economics-I	Principles of Management
<b>SYBMS</b>	
<b>Semester-III</b>	<b>Semester-IV</b>
Finance Electives	
Introduction to Cost Accounting	Auditing
Equity & Debt Market	Strategic Cost Management
Marketing Electives	
Consumer Behaviour	Integrated Marketing Communication
Advertising	Event Marketing
HR Electives	
Recruitment & Selection	Human Resource Planning and Information System

Motivation & Leadership	Training & Development
<b>Core Subjects</b>	
Information Technology in Business Management-I	Information Technology in Business Management-II
Foundation Course - III	Foundation Course - IV
Business Planning & Entrepreneurial Management	Business Research Methods
Accounting for Managerial Decisions	Business Economics - II
Strategic Management	Production and Total Quality Management
<b>TYBMS</b>	
<b>Semester-V</b>	<b>Semester-VI</b>
<b>Core Subjects</b>	
Logistics & Supply Chain Management	Operation Research
Corporate Communication & Public Relations	Project Work [Black Book]
<b>Finance Electives</b>	
Commodity & Derivatives Market	Innovative Financial Services
Wealth Management	Project Management
Financial Accounting	Strategic Financial Management
Direct Taxes	Indirect Taxes
<b>Marketing Electives</b>	
Services Marketing	Brand Management
E-Commerce & Digital Marketing	Retail Management

Sales & Distribution Management	International Marketing
Customer Relationship Management	Media Planning & Management
HR Electives	
Finance for HR Professionals and Compensation Management	HRM in Global Perspective
Strategic Human Resource Management and HR Policies	Organisational Development
Performance Management and Career Planning	HRM in Service Sector Management
Stress Management	Indian Ethos in Management