



UNIVERSITY OF MUMBAI

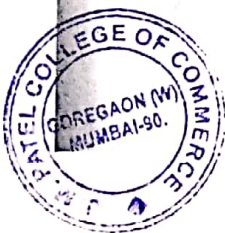
SYLLABUS FOR THE SECOND YEAR (SEM- III)

OF THE

BACHELOR OF MANAGEMENT STUDIES (B.M.S.)

DEGREE PROGRAMME

(With effect from the academic year 2015-2016)



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Jashbhal Maganbhai Patal College of Commerce

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Index

Semester	Course Title	Course Code
Semester III	Compulsory Courses	
	1. Managerial Economics - II	UBMSFSIII.1
	2. Principles of Marketing	UBMSFSIII.2
	3. Accounting for Managerial Decisions	UBMSFSIII.3
	4. Organization Behaviour & HRM	UBMSFSIII.4
	Any One Elective group to be selected by the learner	
	Finance Group - Electives	
	1. Basics of Financial Services	UBMSFSIII.5
	2. Corporate Finance	UBMSFSIII.6
	Marketing Group - Electives	
	1. Consumer Behaviour	UBMSFSIII.7
	2. Strategic Management	UBMSFSIII.8
	Human Resource Group - Elective	
	1. Recruitment & Selection	UBMSFSIII.9
	2. Motivation and Leadership	UBMSFSIII.10




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SYLLABUS FOR THE SECOND YEAR (SEM- IV)

OF THE

BACHELOR OF MANAGEMENT STUDIES (B.M.S.)

DEGREE PROGRAMME

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Semester	Course Title	Course Code
Semester IV	Compulsory Courses	
	1. Business Planning & Entrepreneurial Management	UBMSFSIV.1
	2. Business Research Methods	UBMSFSIV.2
	3. Direct Taxes	UBMSFSIV.3
	4. Production & Total Quality Management	UBMSFSIV.4
	Any One Elective group to be selected by the learner	
	Finance Group- Electives	
	1. Advanced Costing & Auditing	UBMSFSIV.5
	2. Equity & Debt Market	UBMSFSIV.6
	Marketing Group- Electives	
	1. Integrated Marketing Communication & Advertising	UBMSFSIV.7
	2. Rural Marketing	UBMSFSIV.8
	Human Resource Group- Electives	
	1. Training and Development in HRM	UBMSFSIV.9
	2. Change Management	UBMSFSIV.10



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