

# University of Mumbai



**Revised Syllabus  
and  
Question Paper Pattern  
of Courses  
of  
Bachelor of Management Studies  
(BMS) Programme  
Second Year  
*Semester III and IV***

**Under Choice Based Credit, Grading and  
Semester System**

*(To be implemented from Academic Year- 2017-2018)*  
*Board of Studies-in-Business Management, University of Mumbai*



**PRINCIPAL**  
Jashbhai Maganbhai Patel College of Commerce

## Bachelor of Management Studies (BMS) Programme Under Choice Based Credit, Grading and Semester System

### Course Structure

#### SYBMS

(To be implemented from Academic Year- 2017-2018)

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
1	<b>Elective Courses (EC)</b>		1	<b>Elective Courses (EC)</b>	
1 & 2	*Any one group of courses from the following list of the courses	06	1 & 2	** Any one group of courses from the following list of the courses	06
2	<b>Ability Enhancement Courses (AEC)</b>		2	<b>Ability Enhancement Courses (AEC)</b>	
2A	<b>Ability Enhancement Compulsory Courses (AECC)</b>		2A	<b>Ability Enhancement Compulsory Courses (AECC)</b>	
3	Information Technology in Business Management - I	03	3	Information Technology in Business Management-II	03
2B	<b>Skill Enhancement Courses (SEC)</b>		2B	<b>Skill Enhancement Courses (SEC)</b>	
4	Foundation Course – III	02	4	Foundation course-IV	02
3	<b>Core Courses (CC)</b>		3	<b>Core Courses (CC)</b>	
5	Business Planning & Entrepreneurial Management	03	5	Business Economics-II	03
6	Accounting for Managerial Decisions	03	6	Business Research Methods	03
7	Strategic Management	03	7	Production & Total Quality Management	03
<b>Total Credits</b>		<b>20</b>	<b>Total Credits</b>		<b>20</b>

<b>*List of Skill Enhancement Courses (SEC) for Semester III (Any One)</b>		<b>**List of Skill Enhancement Courses (SEC) for Semester II (Any One)</b>	
1	Foundation Course (Environmental Management) - III	1	Foundation Course (Ethics & Governance) - IV
2	Foundation Course-Contemporary Issues-III	2	Foundation Course-Contemporary Issues-IV
3	Foundation Course in NSS - III	3	Foundation Course in NSS - IV
4	Foundation Course in NCC - III	4	Foundation Course in NCC - IV
5	Foundation Course in Physical Education- III	5	Foundation Course in Physical Education- IV
<b>Note: Course selected in Semester I will continue in Semester III &amp; IV</b>			



**PRINCIPAL**  
Jashbhal Maganbhai Patel College of Commerce

<b>*List of group of Elective Courses(EC) for Semester III (Any two)</b>		<b>** List of group of Elective Courses(EC) for Semester IV (Any two)</b>	
<b>Group A: Finance Electives (Any Two Courses)</b>			
1	Basics of Financial Services	1	Financial Institutions & Markets
2	Introduction to Cost Accounting	2	Auditing
3	Equity & Debt Market	3	Strategic Cost Management
4	Corporate Finance	4	Corporate Restructuring
<b>Group B:Marketing Electives (Any Two Courses)</b>			
1	Consumer Behaviour	1	Integrated Marketing Communication
2	Product Innovations Management	2	Rural Marketing
3	Advertising	3	Event Marketing
4	Social Marketing	4	Tourism Marketing
<b>Group C: Human Resource Electives(Any Two Courses)</b>			
1	Recruitment & Selection	1	Human Resource Planning & Information System
2	Motivation and Leadership	2	Training & Development in HRM
3	Employees Relations & Welfare	3	Change Management
4	Organisation Behaviour & HRM	4	Conflict & Negotiation
<b>Note: Group Selected in Semester III will continue in Semester IV.</b>			



  
**PRINCIPAL**  
 Jashbhai Maganbhai Patel College of Commerce