## 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.

Jashbhal Maganbhal Patel Cellage of Gentination

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

Under Choice Based Credit, Grading and Semester System

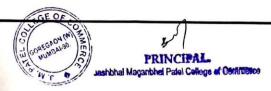
Course Structure

## **SYBMS**

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

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits	
1	Elective Courses (EC)		1	Elective Courses (EC)		
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	Ability Enhancement Courses (AEC)		2	Ability Enhancement Courses (AEC)		
2A	Ability Enhancement Compulso Courses (AECC)	ry	2A	Ability Enhancement Compulsory Courses (AECC)		
3	Information Technology in Business Management - I	03	3	Information Technology in Business Management-II	03	
2B	Skill Enhancement Courses (SEC)		2B	Skill Enhancement Courses (SEC)		
4	Foundation Course – III	02	4	Foundation course-IV	02	
3	Core Courses (CC)	re Courses (CC)		Core Courses (CC)		
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	
	Total Credits	20		Total Credits	20	

*List of Skill Enhancement Courses (SEC) for Semester III (Any One)		**List of Skill Enhancement Courses (SEC) for Semester II (Any One)	
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



*List of group of Elective Courses(EC) for Semester III (Any two)			** List of group of Elective Courses(EC) for Semester IV (Any two)		
Group A: Finance Electives (Any Two Courses)					
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		
4	Group B:Marketing	Elective	s (Any Two Courses)		
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		
1	Group C: Human Resou	ırce Elec	tives(Any Two Courses)		
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		
	Organisation Behaviour & HRM	4	Conflict & Negotiation		



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Jashbhal Maganbhal Patel College of Communication