

BACHELOR OF MANAGEMENT STUDIES (B.M.S)

The objectives of the programme as cited by the University of Mumbai are as follows:

- a) To create for the students of University of Mumbai an additional avenue of self-employment and also to benefit industry by providing them with suitable trained person.
- b) To prepare students to exploit opportunities being newly created in the Management Profession.
- c) To provide adequate basic understanding about Management Education among the students.
- d) To give an adequate exposure to operational environment in the field of Management. e) To inculcate training in the use of the modern technology for the benefit of all parties concerned.

The programme shall consist of 39 theory courses and 1 project work.

The Scheme of courses shall be as follows:

FYBMS: Semester - I

- 1.1 Introduction to Financial Accounts
- 1.2 Business Law
- 1.3 Business Statistics
- 1.4 Business Communication
- 1.5 Foundation Course - I
- 1.6 Foundation of Human Skills
- 1.7 Business Economics - I

FYBMS: Semester - II

- 2.1 Principal of Marketing
- 2.2 Industrial Law
- 2.3 Business Mathematics
- 2.4 Business Communication - II
- 2.5 Foundation Course - Value Education and Soft Skill - II
- 2.6 Business Environment
- 2.7 Principal of Management

SYBMS: Semester - III

A Marketing Electives

- 3.1 Consumer Behavior
- 3.2 Advertising

B Human Resource Electives:

- 3.3 Recruitment & Selection
- 3.4 Organization behavior & HRM
- 3.5 Information Technology in business Management - I
- 3.6 Environmental Management
- 3.7 Business Planning & Entrepreneurial Management
- 3.8 Accounting for Managerial Decisions
- 3.9 Strategic Management

SYBMS: Semester-IV

A Marketing electives:

- 4.1 Integral Marketing Communication
- 4.2 Rural Marketing

B Human Resource Electives

- 4.5 Training and Development in HRM
- 4.6 Change Management
- 4.7 Information Technology in Business Management
- 4.8 Business Economics - II
- 4.9 Business Research Methods
- 5.0 Ethics & Governance
- 5.1 Production & Total quality Management

BMS- Third Year: Semester -V

Compulsory Courses:

- 5.1 Logistics & Supply Chain Management
- 5.2 Ethics & Governance
- 5.3 Project Work any one Elective Group to be selected by the learner

Marketing Group- Electives

- 5.4 Services Marketing
- 5.5 E-Commerce & Digital Marketing
- 5.6 Sales & Distribution Management
- 5.7 Customer Relationship Management

Human Resource Group- Electives

- 5.4 Finance for HR Resources & Compensation Management
- 5.5 Strategic Human Resource Management & HR Policies
- 5.6 Performance Management & Career Planning
- 5.7 Industrial Relations

Third Year: Semester VI

- 6.1 Operation Research
 - 6.2 Indian Ethos in Management
 - 6.3 Corporate Communication & Public Relations
- Any One Elective Group to be selected by the learner

Marketing Group-Electives

- 6.4 Brand Management
- 6.5 Retail Management
- 6.6 International Marketing
- 6.7 Media Planning & Management

Human Resource Group-Electives

- 6.4 HRM in Global Perspective
- 6.5 Organization of Development
- 6.6 HRM in Service Sector Management
- 6.7 Human Resource Planning and Information System