

UNIVERSITY OF MUMBAI

No. UG/109 of 2016-17

CIRCULAR:-

A reference is invited to the Syllabi relating to the Bachelor of Management Studies (B.M.S) degree programme vide this office Circular No. UG/144 of 2011 dated 14th June, 2011 the Principals of affiliated Colleges in Commerce are hereby informed that the approved by the Academic Council at its meeting held on 24th June, 2016 vide item No. 4.80 and that in accordance therewith, the revised syllabus as per Choice Based Credit System for (B.M.S) Program – Course Structure (Sem. I to VI), which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI – 400 032
October, 2016

[Signature]
(Dr.M.A. Khan)
REGISTRAR

To,

The Principals of affiliated Colleges in Commerce and the Heads of recognized Institutions concerned.

A.C/4.80 /24/06/2016

No. UG/109-A of 2016-17 MUMBAI-400 032 25 October, 2016

Copy forwarded with compliments for information to:-

- 1) The Dean, Faculty of Commerce,
- 2) The Director, Board of College and University Development,
- 3) The Controller of Examinations,
- 4) The Professor-cum- Director, Institute of Distance and Open Learning (IDOL),
- 5) The Co-Ordinator, University Computerization Centre.

[Signature]
(Dr.M.A. Khan)
REGISTRAR

PTO..



AC 24-06-2016

Item No. 4.80

University of Mumbai



Bachelor of Management Studies **(BMS) Programme** **Three Year Integrated Programme-** **Six Semesters** ***Course Structure***

Under Choice Based Credit System

To be implemented from Academic Year- 2016-2017
Progressively

Board of Studies-in-Business Management, University of Mumbai



Board of Studies-in-Business Management, University of Mumbai2 | Page

Bachelor of Management Studies (BMS) Programme

Under Choice Based Credit, Grading and Semester System

Course Structure

FYBMS

(To be implemented from Academic Year- 2016-2017)

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
1	Elective Courses (EC)		1	Elective Courses (EC)	
1	Introduction to Financial Accounts	03	1	Principles of Marketing	03
2	Business Law	03	2	Industrial Law	03
3	Business Statistics	03	3	Business Mathematics	03
2	Ability Enhancement Courses (AEC)		2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulsory Course (AECC)		2A	Ability Enhancement Compulsory Course (AECC)	
4	Business Communication - I	03	4	Business Communication -II	03
2B	*Skill Enhancement Courses (SEC)		2B	**Skill Enhancement Courses (SEC)	
5	Any one course from the following list of courses	02	5	Any one course from the following list of the courses	02
3	Core Courses (CC)		3	Core Courses (CC)	
6	Foundation of Human Skills	03	6	Business Environment	03
7	Business Economics-I	03	7	Principles of Management	03
Total Credits		20	Total Credits		20

*List of Skill Enhancement Courses (SEC) for Semester I (Any One)		**List of Skill Enhancement Courses (SEC) for Semester II (Any One)	
1	Foundation Course - I	1	Foundation Course - Value Education and Soft Skill - II
2	Foundation Course in NSS - I	2	Foundation Course in NSS - II
3	Foundation Course in NCC - I	3	Foundation Course in NCC - II
4	Foundation Course in Physical Education - I	4	Foundation Course in Physical Education - II
Note: Course selected in Semester I will continue in Semester II			



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)	
3	Information Technology in Business Management - I	02	3	Information Technology in Business Management-II	02
3	Core Courses (CC)		3	Core Courses (CC)	
4	Environmental Management	03	4	Business Economics-II	03
5	Business Planning & Entrepreneurial Management	03	5	Business Research Methods	03
6	Accounting for Managerial Decisions	03	6	Ethics & Governance	03
7	Strategic Management	03	7	Production & Total Quality Management	03
Total Credits		20	Total Credits		20

*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	Behavioural Finance
Group B: Marketing Electives (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
Group C: Human Resource Electives (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
4	Organisation Behaviour & HRM	4	Conflict & Negotiation
Note: Group selected in Semester III will continue in Semester IV			

TYBMS

(To be implemented from Academic Year- 2018-2019)

No. of Courses	Semester V	Credits	No. of Courses	Semester VI	Credits
1	Elective Courses (EC)		1	Elective Courses (EC)	
1,2,3 & 4	*Any four courses from the following list of the courses	12	1,2,3 & 4	**Any four courses from the following list of the courses	12
2	Core Courses (CC)		2	Core Courses (CC)	
5	Logistics & Supply Chain Management	04	5	Operation Research	04
3	✓ Project Work		3	✓ Project Work	
6	Project Work I	04	6	Project Work II	04
Total Credits		20	Total Credits		20

✓ **Note:** Project work is considered as a special course involving application of knowledge in solving/analyzing/exploring a real life situation/ difficult problem. Project work would be of 04 credits. A project work may be undertaken in any area of Elective Courses/ study area selected

selected

*List of group of Elective Courses(EC) for Semester V (Any four)		** List of group of Elective Courses(EC) for Semester VI (Any four)	
Group A: Finance Electives (Any four Courses)			
1 ✓ Investment Analysis & Portfolio Management		1 ✓ International Finance	
2 ✓ Commodity & Derivatives Market		2 ✓ Innovative Financial Services	
3 ✓ Wealth Management		3 ✓ Project Management	
4 Strategic Financial Management		4 Risk Management in Banking Sector	
5 ✓ Risk Management		5 Direct Taxes	
6 ✓ Financing Rural Development		6 Indirect Taxes	
Group B: Marketing Electives (Any four Courses)			
1 ✓ Services Marketing		1 ✓ Brand Management	
2 ✓ E-Commerce & Digital Marketing		2 ✓ Retail Management	
3 ✓ Sales & Distribution Management		3 ✓ International Marketing	
4 ✓ Customer Relationship Management		4 ✓ Media Planning & Management	
5 Industrial Marketing		5 ✓ Corporate Communication & Public Relations	
6 Strategic Marketing Management		6 Marketing of Non Profit Organisation	
Group C: Human Resource Electives (Any four Courses)			
1 ✓ Finance for HR Professionals & Compensation Management		1 ✓ HRM in Global Perspective	
2 ✓ Strategic Human Resource Management & HR Policies		2 ✓ Organisational Development	
3 ✓ Performance Management & Career Planning		3 ✓ HRM in Service Sector Management	
4 ✓ Industrial Relations		4 ✓ Workforce Diversity	
5 Talent & Competency Management		5 Human Resource Accounting & Audit	
6 Stress Management		6 Indian Ethos in Management	
Note: Group selected in Semester III will continue in Semester V & Semester VI			