

B.M.S. COURSE STRUCTURE

FYBMS I	
Introduction to Financial Accounts	<ul style="list-style-type: none"> To analyze and interpret the financial environment in which accounting information is used in managing a business; To apply accounting and financial management decision-making techniques to practical situations those are likely to be encountered by a manager. To understand and apply the theoretical aspects of accounting method collecting, recording and reporting financial information. <p>This course is meant to introduce the essential theory, ideas and observe of financial accounting and to modify students to know info contained within the printed financial statements of firms and different organisations.</p>
Business Law	<ul style="list-style-type: none"> To define rules and regulations To facilitate industrial growth To enable enforcement of right <p>Upon productive completion of Business Law I the scholar are in a position to: Demonstrate an understanding of the Legal surroundings of Business. Apply basic legal data to business transactions. Communicate effectively mistreatment commonplace business and legal language.</p>
Foundation of Human Skills	<ul style="list-style-type: none"> To understand the culture To understand the Human Nature <p>After completion of course students get information concerning attribute and the way to modify them Generating the team and team building similarly as team work .Leadership qualities and motivating factors area unit glorious</p>
Business Statistics	<ul style="list-style-type: none"> Efficient design of studies and construction of effective sampling plans Statistical modelling and the omnipresent role of variability <p>Exploratory data analysis and Formal inference process Students World Health Organization area unit flourishing in finishing this course area unit expected to get the subsequent skills: the power to interpret applied math analysis tools normally employed in the workplace; the power to critically assess a typical business report together with the graphics, chance statements and resultant commentary; and, Use of stand out for basic information manipulation and straightforward applied math and graphical analysis.</p>
Business Communication- I	<p>Communication is the livelihood of an organization. It is the vehicle that ensures proper performance of organizational functions and achievement of organizational goals</p> <p>Upon completion of the course, students square measure expected to be ready to demonstrate an honest understanding of: effective business writing effective business communications analysis approaches and knowledge assortment developing and delivering effective shows effective social communications</p>

Foundation Course –I	<ul style="list-style-type: none"> • To understand the philosophy of the constitution of India. • To sensitize about the gender inequality in society. • To understand the nature of society. • To understand diversity as difference and disparity as inequality. <p>Upon Completion of the course students get data regarding :Nature of Indian Society The gender difference in society Diversity As distinction and inequality as difference. Philosophy of the constitution of Asian nation.</p>
Business Economics – I	<p>Business economics deals with subjects such as business organization, management, expansion and strategy. Studies include how and why corporations expand, the impact of entrepreneurs, the connections between corporations and the role of governments in regulation.</p> <p>After the completion of Course student should able to :</p> <p>Apply the concept of opportunity cost Employ marginal analysis for decision making Analyze operations of markets under varying competitive conditions Analyze causes and consequences of unemployment, inflation and economic growth.</p> <ul style="list-style-type: none"> •
Introduction to Cost Accounting	<ul style="list-style-type: none"> • This course expose students to the basic concepts and the tools used in Cost Accounting. • To enable the students to understand the principles and procedure of cost accounting and to apply them to different practical situations • Students able to understand the basic concepts and the tools used in Cost Accounting. • Student able to understand the principles and procedure of cost accounting and applies them to solve different practical problems.

FYBMS II	
Principles of Marketing	<ul style="list-style-type: none"> • Critically Analyse the marketing theories & concepts and understand the relevance in perspective to current business scenario in India • To develop basic marketing skills among students in order to cater to the marketing industries.
Industrial Law	<p>Know the development and the judicial setup of Labour Laws.</p> <ul style="list-style-type: none"> • Learn the salient features of welfare and wage Legislations. • Learn the laws relating to Industrial Relations, Social Security and Working conditions. • Understand the laws related to working conditions in different settings.
Business Mathematics	<ul style="list-style-type: none"> • Demonstrate understanding of basic mathematics concepts. • Demonstrate basic knowledge and skill in business mathematics and elementary statistics by accurately performing common business computations, statistical data presentation and analysis. • Apply graphs, equations, ratio and proportion, percentage, and

	measurement systems to solve typical business problems viz calculation of budget, cash discounts, taxes etc.
Business Environment	<ul style="list-style-type: none"> Analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives. Critically assess the business environment of an organization using selected strategic tools. Conduct an in-depth analysis of a specific component of the business environment and relate it to your own organization. Construct and present scenarios that synthesize business environment information.
Principles of Management	<p>Study of the basic managerial functions of planning, organizing, staffing, directing and controlling resources to accomplish organizational goals.</p> <ul style="list-style-type: none"> Distinguish the characteristics and skills of proper management by identifying what successful managers do and how they do it. Analyze the business decisions made by organisations using various tools and techniques to remain competitive. Offer diverse learning opportunities to develop analytical and soft skills.
Business Communication-II	<ul style="list-style-type: none"> Have clear understanding of effective principles of effective presentation tools Get a better understanding of various aspects of business letter writing. Get exposure to Group discussions and various types of mock interviews. Be able to analyze and understand summarization of content.
Foundation Course - Value Education and Soft Skill-II	<p>Aware about the Indian society, human rights & the environment</p> <ul style="list-style-type: none"> Understand the meaning of stress & conflict, its effects on humans & how can we manage & overcome them

SYBMS III	
Corporate Finance	<ul style="list-style-type: none"> The objectives of develop a conceptual frame work of finance function and to acquaint the participants with the tools techniques and process of financial management in the realm of financial decision making The course aims at explaining the core concepts of corporate finance and its importance in managing a business To providing understanding of nature, importance, structure of corporate finance related areas and to impart knowledge regarding source of finance for a business <p>After studying this course, Student should be able to: identify the key themes in</p>

	<p>corporate finance</p> <p>explain the role of finance in an organisation explain and analyse the interrelationship between finance and governance analyse the relationship between strategic decision making and corporate financing decisions.</p>
Basics of Financial Services	<p>Understand the operations and structure of different financial institutions</p> <ul style="list-style-type: none"> • Describe various types of insurance contracts and their uses in financial services • Describe clients' dispositions toward risk and identify appropriate strategies to pursue • Identify the factors that affect interest rates and evaluate relationships between the prices of securities and interest rates
Consumer Behavior	<p>The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms</p> <p>This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behavior. Students are expected to develop the skill of understanding and analyzing consumer information and using it to create consumer- oriented marketing strategies.</p> <p>On completion of this module, students will have acquired the following skills: Be able to identify the dynamics of human behavior and the basic factors that influence the consumers decision process be able to demonstrate how concepts may be applied to marketing strategy</p>
Advertising	<ul style="list-style-type: none"> • To understand and examine the growing importance of advertising • To understand the construction of an effective advertisement • To understand the role of advertising in contemporary scenario • To understand the future and career in advertising <p>After completion of the requirements for this course, students will be able to: appreciate the ways that communication through advertising influences and persuades consumers; discuss the role of the advertising agency and its client relationships; discuss the decisions which need to be made in budgeting and planning for promotion; research and prepare a profile of media habits for a given target market; set promotional objectives and identify their relationship with the strategic plan; identify and discuss a range of creative strategies in advertising; and, Information Technology in</p>
Information Technology in Business Management-I	<ul style="list-style-type: none"> • To learn basic concepts of Information Technology, its support and role in Management, for managers • Module II comprises of practical hands on training required for office automation. It is expected to have practical sessions of latest MS-Office software • To understand basic concepts of Email, Internet and websites, domains and security therein • To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features • At completion of the information technology/information systems management program, you will be able to competently: • Design, document and develop robust, extensible and highly maintainable data-intensive applications using cutting edge

	<p>technologies tailored to the specific needs of any business scenario</p> <ul style="list-style-type: none"> • Explain and apply the core aspects of information technology principles and tools, and manage their implementation in a business context • Understand and facilitate the strategic and operational benefits of business models and technology applications • Manage complex IT projects with consideration of the human, financial and environmental factors and an understanding of risk management processes, and operational and policy implications • Understand the strengths and limitations of current technologies and apply them intelligently to meet the needs of each application • Apply their practical experience in IT projects developed through assessment projects for real world clients focusing on technology auditing and recommendations, and system development • Utilise high level interpersonal skills to negotiate and communicate effectively with both technical and non-technical stakeholders verbally and in writing.
<p>Business Planning & Entrepreneurial Management</p>	<ul style="list-style-type: none"> • Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers. • To develop entrepreneurs & to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector. • Upon completion of the Entrepreneurship • Students will be able to define, identify and/or apply the principles of entrepreneurial and family business; • Students will be able to define, identify and/or apply the principles of viability of businesses, new business proposals, and opportunities within existing businesses; • Students will be able to define, identify and/or apply the principles of entrepreneurial management and growth through strategic plans, consulting projects and/or implementing their own businesses; • Students will be able to define, identify and/or apply the principles of preparing a startup business plan emphasizing financing, marketing, and organizing; • Students will be able to define, identify and/or apply the principles of creating and defending an entrepreneurial marketing plan.
<p>Accounting for Managerial Decisions</p>	<ul style="list-style-type: none"> • To acquaint management learners with basic accounting fundamentals. • To develop financial analysis skills among learners. • The course aims at explaining the core concepts of business finance and its importance in managing a business • After completing the course , you shall be able to: • Understand the utility of Ratio Analysis, Financial Statements and Cash Flow Analysis in any organization. • Comprehend different contemporary issues in Management Accounting and Reports & Reporting needs & Reporting Levels in an organization.

Strategic Management	<ul style="list-style-type: none"> • The objective of this course is to learn the management policies and strategies at every Level to develop conceptual skills in this area as well as their application in the corporate world. • The focus is to critically examine the management of the entire enterprise from the Top Management view points. • This course deals with corporate level Policy & Strategy formulation areas. This course aims to developing conceptual skills in this area as well as their application in the corporate world. • Identify the forces impacting on corporate and business strategies • Critically aware of factors involved in strategy making • Assess the resources and constraints for strategy making in a business context • Explain the importance of social, economic and political forces; and • technological Investigate the impact of internationalisation on strategy making
Foundation Course III- Environmental Management	<ul style="list-style-type: none"> • Identify and value the effect of the pollutants on the environment: atmosphere, water and soil. • Provide skills and an improved understanding of how firms and organisations work with sustainability issues such as environmental and natural resource management. • Develop an activity using various strategies to control, reduce and monitor all environmental problems that might arise as a result. • Be conversant with basic environmental legislation. Demonstrate professional business communication skills through writing, presentations and class discussions.

SYBMS IV	
Auditing	<p>To examine the system of internal check.</p> <ul style="list-style-type: none"> • To check arithmetical accuracy of books of accounts, verifying posting, casting, balancing. • To confirm the existence of assets & liability.
Financial Markets and Institutions	<ul style="list-style-type: none"> • Defines the functions of financial markets and intermediary institutions. • Explains why interest rates changes. • Explains Efficient Market Hypothesis. • Explains effects of asymmetric information on financial markets • Explains the reasons of financial crisis. • Explains functions of Central Banks. • Distinguishes effects of money market tools on the financial system. • Computes economic value of bonds. • Computes economic value of stocks. • Explains the structure of banking industry. • Explains functions of investment banks. • Compares for an exchange regimes.
Integrated Marketing Communication	<p>Understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers.</p> <ul style="list-style-type: none"> • Provide a managerial framework for integrated marketing

	communications planning
Rural Marketing	<ul style="list-style-type: none"> • Know the agriculture & rural marketing environment so that they understand consumer & marketing characteristics • Understand the emerging challenges in upcoming global economic scenario
Information Technology in Business Management-II	<ul style="list-style-type: none"> • Analyze how information technology impacts a firm • Interpret how to use information technology to solve business problems • Describe the role of information technology and information systems in business
Business Economics II	<p>Understanding, through application of microeconomics, of the interaction of individuals and organizations in markets; and of the role of public policy in shaping those interactions</p> <ul style="list-style-type: none"> • Understanding, through application of macroeconomics, of the functioning of market economies at regional, national, and global levels; and of the role of public policy in shaping those interactions
Business Research Methods	<ul style="list-style-type: none"> • To apply a range of quantitative and / or qualitative research techniques to business and management problems / issues • To Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making • To empower and develop research methods and strategies in Research projects for enhanced Career Options. • To offer diverse learning opportunities to develop analytical and soft skills
Foundation Course IV - Ethics & Governance	<ul style="list-style-type: none"> • To work in teams, execute task assigned and perform on time lines set • Understand the importance and application of ethics in modern business practices. • Through case studies, students will develop a moral and ethical perspective of looking at business problems. • Understand emerging trends and growing importance of good governance and CSR by organizations
Production & Total Quality Management	<p>Gain basic knowledge in total quality management relevant to both manufacturing and service industry including IT sector</p> <ul style="list-style-type: none"> • Demonstrate the tools and techniques of quality management to manufacturing and services processes

TYBMS V	
Logistics and Supply Chain Management	<ul style="list-style-type: none"> • students to the key activities performed by the logistics function • To provide an insight in to the nature of supply chain, its functions and supply chain systems • To understand global trends in logistics and supply chain management • Students are able to describe major logistics functions and activities. Differentiate logistics and supply chain management. • Describe alternative ways to organize for supply chain management. • Describe methods of inventory planning. • Technological changes and its impact on logistics and supply chain management. • Compare modes of transportation and related policies. Outline computer and supply chain security measures.
Corporate Communication	<ul style="list-style-type: none"> • To provide the students with basic understanding of the concepts of corporate communication and public relations • To introduce the various elements of corporate communication and consider their roles in managing organizations • To examine how various elements of corporate communication must be coordinated to communicate effectively • To develop critical understanding of the different practices associated with corporate communication • After this Course student should able to : • understand of the concepts of corporate communication and public relations • introduce the various elements of corporate communication and consider their roles in managing organizations • examine how various elements of corporate communication must be coordinated to communicate effectively • develop critical understanding of the different

	practices associated with corporate communication
Investment Analysis and Portfolio Management	<ul style="list-style-type: none"> • To familiarize the student with the fundamental aspects of risk management and control • To give a comprehensive overview of risk governance and assurance with special reference to insurance sector • To introduce the basic concepts, functions, process, techniques of risk management • After this Course student should able to :
Risk Management	<ul style="list-style-type: none"> • familiarize the student with the fundamental aspects of risk management and control • give a comprehensive overview of risk governance and assurance with special reference to insurance sector • introduce the basic concepts, functions, process, techniques of risk management
Wealth Management	<ul style="list-style-type: none"> • To provide an overview of various aspects related to wealth management • To study the relevance and importance of Insurance in wealth management • To acquaint the learners with issues related to taxation in wealth management • To understand various components of retirement planning • After this Course student should able to : • provide an overview of various aspects related to wealth management • study the relevance and importance of Insurance in wealth management • acquaint the learners with issues related to taxation in wealth management • understand various components of retirement planning
Commodity and Derivatives Markets	<ul style="list-style-type: none"> • Understand the intricacies of operating in commodity derivatives market. • Manage risk through hedging strategies. • Understand the functioning of the trading mechanism used by broker
Service Marketing	<ul style="list-style-type: none"> • To understand distinctive features of services and key elements in services marketing • To provide insight into ways to improve service quality and productivity • To understand marketing of different services in Indian context • After this Course student should able to :

	<ul style="list-style-type: none"> • understand distinctive features of services and key elements in services marketing • provide insight into ways to improve service quality and productivity • understand marketing of different services in Indian context
<p>E-Commerce and Digital Marketing</p>	<ul style="list-style-type: none"> • To understand increasing significance of E-Commerce and its applications in Business and Various Sectors • To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business • To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation • After this Course student should able to : • understand increasing significance of E-Commerce and its applications in Business and Various Sectors • provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business • understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation •
<p>Sales and Distribution Management</p>	<ul style="list-style-type: none"> • To develop understanding of the sales & distribution processes in organizations • To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management • After this Course student should able to : • develop understanding of the sales & distribution processes in organizations • get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management •
<p>Customer Relationship</p>	<ul style="list-style-type: none"> • To understand concept of Customer Relationship

Management	<p>Management (CRM) and implementation of Customer Relationship Management</p> <ul style="list-style-type: none"> • To provide insight into CRM marketing initiatives, customer service and designing CRM strategy • To understand new trends in CRM, challenges and opportunities for organizations • Learner understood concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management • Students get insight into CRM marketing initiatives, customer service and designing CRM strategy • Learner understood new trends in CRM, challenges and opportunities for organizations •
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TYBMS VI	
Operation Research	<ul style="list-style-type: none"> • Demonstrate mathematical concepts and models for the required industry. • Interpret and apply the results of an operations research model to an organisation.
International Finance	<p>Gain basic knowledge of how international financial markets work</p> <ul style="list-style-type: none"> • Equip students with the ability to Analyse and make managerial decisions • Explore methods used to manage risk in the global markets
Innovative Financial Services	<ul style="list-style-type: none"> • Associated with various financial services. • To give comprehensive overview of financial services • Emerging financial services in the light of globalization. • To understand Basic concept, functions, process, techniques of financial services
Project Management	<ul style="list-style-type: none"> • Students will be equipped with the fundamental aspects of various issues associated with Project Management. • Get a comprehensive overview of Project Management as a separate area of Management. • Understand relation between project management and organizational structure. • Evaluate the criteria for project selection
Strategic Financial Management	<ul style="list-style-type: none"> • Comprehend fundamental aspects of corporate finance management • Have a comprehensive overview of corporate governance and assurance with respect to Finance sector. • Understand the basic concept, functions of techniques of financial

	management such as Dividend policy, advance techniques of capital budgeting.
Brand Management	To Define and Examine brand concepts used by Companies by discussing the rationale for the application. <ul style="list-style-type: none"> To provide the appropriate theories, models, and other tools to make better branding decisions. To Formulate effective branding strategies for both consumer and business products/services. To offer diverse learning opportunities to develop analytical and soft skills.
Retail Management	<ul style="list-style-type: none"> Familiarize students with details retail management's concepts & operations Aware of the various legal & ethical aspects of retail management Know the emerging trends in retail management
International Marketing	<ul style="list-style-type: none"> Understand International Marketing, its Advantages and Challenges. Get an insight on the dynamics of International Marketing Environment. Understand the relevance of International Marketing Mix decisions and recent developments in Global Market Interpret implications of international marketing on services all over the world.
Media Planning & Management	Understand the different types of media used by modern day businesses <ul style="list-style-type: none"> Promotion being one of the pillars of marketing, choosing which media or type of advertising to use, especially for challenging firms with limited budgets & know-how Determine the best combination of media to achieve the marketing campaign objectives so that the ads are not lost in clutter & reach the right audience.
Project Work	<ul style="list-style-type: none"> Self-management of knowledge Presentation and communication skill development Team spirit building Building up of confidence and self-reliance.