

BMS Course Structure:

Semester I

- **Foundation of Human Skills**
 - Understanding Human Nature
 - Concept Of Intelligence
 - Effective Thinking
 - Individual Interaction and Skills
- **Introduction to Financial Accounts**
 - Meaning and Scope of Accounting
 - Accounting Transactions
 - Accounting Standards
 - Expenditure
 - Receipts
 - Profit or Loss
 - Depreciation Accounting
 - Trial balance and Financial Accounts of a Sole Proprietor
 - Introduction to trial balance and financial accounts of a sole proprietor
 - Rectification of errors
 - Preparation and Presentation of Final Accounts in Horizontal Form
 - Manufacturing Account; Trading Account; profit and Loss Account; Balance Sheet
 - Accounting in Computerized Environment
 - An overview of Computerized Environment
 - Features of computerized accounting system
 - Concept of grouping of accounts
 - Codification of accounts
 - Maintaining the hierarchy and ledgers
 - Accounting packages and consideration of them in selection.
- **Business Law**
 - Law of Contract (The Indian Contract Act, 1872): Section 1-30
 - Sales of Goods Act, 1930
 - Indian Partnership (The Indian Partnership Act, 1932)
 - Negotiable Instruments Act, 1881
 - Companies Act, 1956 (Section 1-100)
 - Consumer Protection Act, 1986.
- **Business Statistics**
 - Elementary Financial Mathematics
 - Matrices and Determinants
 - Derivatives and their Applications
 - Functions of Two Variables and Integration
- **Business Communication**
 - Fundamentals of Communication
 - Effective Communication
 - Written Communication Skills
 - Oral Communication Skills

- **Principles of Management**
 - Management
 - Evolution of management theory
 - Management Function
 - Planning
 - Decision making
 - Preparation of business plan
 - Organising
 - Staffing
 - Directing
 - Motivation
 - Control
 - Co-ordination
- **Introduction to Computers**
 - Computer Hardware and Software
 - Hardware
 - Software
 - Office Productivity Software
 - Word Processing
 - Spreadsheet
 - Presentation Software
 - Personal Information Manager
 - Networks
 - Data Communications
 - Internet

Semester II

- **Business Environment**
 - Constituents of Business Environments Political ideology, Economic policy, Legal System, Level of Technology, Competition, Social & Cultural Factors.
 - Evolution of Business Environment in India
 - International Business Environment & India
 - Indian Response to the Evolving Business Environment
- **Industrial Law**
 - Laws related to Industrial Relation and Industrial Disputes
 - Laws related to Health, Safety and Welfare
 - Social Legislations
 - Laws Related to Compensation Management

- **Computer Applications in Business**
 - Advanced Spreadsheets.
 - Multiple Spreadsheets
 - Functions
 - Data Analysis
 - Web Designing Using HTML
 - E- Commerce
 - MIS
- **Managerial Economics – 1**
 - Introduction
 - Demand Analysis
 - Production and Costs
 - Market Structures
 - Perfect Competition & Monopoly
 - Oligopoly & Monopolistic Competition
- **Business Statistics**
 - Descriptive Statistics for Univariate Data
 - Forecasting Techniques
 - Probability and Probability Distribution
 - Testing of Hypotheses
- **Introduction to Cost Accounting**
 - Introduction and importance of Cost Accounting
 - Reconciliation between cost and financial records
 - Elementary Principles and Techniques of Marginal Costing (Excluding Problems on Managerial Decisions)
- **Environmental Management**
 - Resources and Wealth
 - Environmental Degradation
 - Environmental Management

Semester III

- **Management Accounting**
 - Analysis and Interpretation of Accounts
 - Vertical Forms – relationship between items in Balance sheet and Profit & Loss Account
 - Ratio Analysis and Interpretation (Based on vertical form of Financial A/C) including conventional and functional classification
 - Different Modes of expressing Ratios
 - Limitations of the use of Ratios, Interaction of Ratios
 - Preparation of Statement of Sources and Application of Cash (Cash flow statement) with reference to Accounting standard No. 3
 - Working Capital Concept
 - Marginal Costing

- **Managerial Economics – 2**
 - Introduction to Macro Economics
 - Policy Environment
 - Internal Trade
 - Globalization
- **Marketing Management**
 - Introduction to Marketing
 - Marketing Research; MIS and Consumer Behavior
 - Industrial Buying Behavior; Product & Brand Management; STP
 - Pricing Decisions; Channel Decisions; Promotion mix; Strategies; Integrated Marketing; Communications; Marketing Services & Ethics in Marketing
- **Business Aspects in Banking and Insurance**
 - Overview of Indian Banking Sector
 - Central banking – concept
 - Introduction to Insurance
 - Types of Insurance
 - Policy Serving and Claims Settlement
- **Production Management and Materials Management**
 - Introduction to the concepts of operations and operations Management.
 - Facilities planning
 - Importance of Materials Management (corporate policy, organization, research, planning, source selection)
 - Warehousing and stores management.
- **Strategic Management**
 - Introduction
 - Overview of Strategic Management process
 - Strategy Implementation
 - Strategy Evaluation

Semester IV

- **Productivity and Quality Management**
 - Concept of Productivity and various ways/modes of calculating it
 - Suggestion Schemes
 - Job evaluation and Job Rotation
 - Lateral thinking
 - Work Study
 - Concepts of customer service in relation to right quality, right quantity etc.
 - Holistic Quality Management
- **Direct and Indirect Taxes**
 - Basic Terms (S:2,3, and 4)
 - Heads of Income (S: 14, 14A)
 - Indirect Tax – Service Tax
 - Indirect Tax – MVAT

- **Export Import Procedures & Documentation**
 - Preliminaries for Exports and Imports
 - Export Import Documentation
 - Export Import Procedure
 - Policy and Institutional Framework for Exports and Imports
- **Management of Cooperatives and Rural Marketing**
- Cooperatives and Rural Markets
- Fundamentals of Research
 - Research Process
 - Sampling
 - Sources and Methods of data collection
 - Research Methods in Business
- **Public Relations Management**
 - Public Relations
 - Public Relations Strategy
 - Public Relations Communications
 - Public Relations Management – Ethics – Do's and Don'ts in Public Relations Management

Semester V

- **Service Sector Management**
 - Introduction to service marketing
 - Key elements of service marketing
 - Service quality
 - Service management
 - Current status and future prospects
- **Financial Management**
 - Introduction
 - Cost of capital and capital structure
 - Capital budgeting
 - Business restructuring
- **Human Resource Management**

Unit-I

- Introduction to HRM
- Human resource planning

Unit-II

- Job analysis, job design and job evaluation
- Recruitment, selection & induction
- Training & development

Unit-III

- Performance appraisal
- Compensation management
- Career planning & development

Unit-IV

- Participative management
- Industrial relation
- Trade union
- **Business Ethics & Corporate Social Responsibility**

Unit-I

- Introduction to business ethics
- Business ethics conceptual background

Unit-II

- Indian perspective of ethics
- Ethics of global prospective
- Ethics & IT

Unit-III

- Concept of CSR
- CSR within organization
- CSR & society
- **Logistics And Supply Chain Management**

Unit-I

- Background
- Operating objectives of logistics
- Supply chain mgmt
- Organization structure
- Customer service
- Demand forecasting
- Order processing

Unit-II

- Transportation
- Warehousing
- Material handling system
- Packaging
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Unit-III

- Inventory management
- Inventory control

Unit-IV

- Performance measurement
- Logistics costing
- Logistical network analysis
- Modern logistics infrastructure
- **Special Studies In Marketing**

Unit-I

- Consumer behavior
- Communication process with reference to advertising3) IMC
- Advantages / relevance of IMC

Unit-II

- Add agency
- Types of media & media planning

Unit-III

- Brand & branding strategy development
 - **Special Study In Finance**
- Module-1 – Economic value addition
- deferred tax (asset & liability) AS.22
 - Segment reporting AS-17
 - IPO, Stock option plan
 - Sweat equity – AS 30
 - Recognition & Measurement of Financial & future deviation-AS 31
 - Representation of financial & future derivation

Module 2- Appraisal

- Project Report
- Struture of project report

Module 3- Accounting for eect o changes in Foreign exchange rate- AS.11

- purchase & sale of goods & service
- Assets & loans
- computation & treatment of exchange differences

Module 4 - Financial services

- hire purchase
- lease-financial
- capital management
- underwriting
- merchant banking
- credit ratings
- mutual funds
- E-Commerce
 - Introduction to E-Commerce:
 - Evolution and Types of E-Commerce:
 - Sub-Systems of E-Commerce
 - Payment, Security and Privacy Issues in Online Business
 - Marketing Trends in E-Business
 - Building E-Presence:
 - Emerging Trends of M-Commerce:

Semester VI

- **Entrepreneurship and Management of Small and Medium Enterprises-**
 - Concept, meaning and definition of entrepreneur and entrepreneurship.
 - Factors influencing entrepreneurial development and motivation.
 - Entrepreneurial Project Development
 - Small and Medium Enterprises:
- **Operations Research**
 - Introduction to OR and Linear Programming
 - Transportation & Assignment Models
 - Network Analysis
 - Decision Theory And Decision Tree
- **International Finance**
 - Fundamentals of International Finance
 - Foreign Exchange Arithmetic II
 - International Foreign Exchange Markets
- **Indian Management Thoughts And Practices**
 - Indian Ethos
 - Personality
 - Society and Social Groups:
 - Spirituality:
- **International Marketing**
 - Introduction
 - Product Packaging and Distribution
 - Pricing Policy in International Markets
 - Overseas Market Selection

- **Retail Management**
 - Introduction:
 - Retailing strategy
 - Merchandise Management
 - Store Management
 - **Investment Analysis And Portfolio Management (ELECTIVE Paper)**
 - Introduction
 - Time Value of Money
 - 1) Risk & Return
 - 2) Fundamental and technical analysis
 - Equity & Debenture Valuation
 - **Econometrics (Elective Paper)**
 - Introduction to Econometrics methods and models – Definition and scope-
 - Problems associated with the models
 - Input-Output Analysis
 - Game Theory
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