

BACHELORS OF MANAGEMENT STUDIES (BMS)

(A) Program Outcome:

- To enable students to develop knowledge & Skills in the domain of business & focusing on providing a holistic perspective in the field of business management.
- To focus on analytical & reflective thinking techniques to identify & analyse problems, develop viable solutions make effective decisions.

(B) Course Outcome

FYBMS Semester I

1. Introduction to Financial Accounting

To understand the basic concepts & fundamentals used in Financial Accounting

2. Business Law

To acquaint students about important provisions in Business Law.

3. Business Statistics

To understand Managerial applications of Statistics

4. Business Communication – I

To introduce key concepts of business communication & equip students with reading, writing, listening & presentation skills.

5. Foundation Course I

To introduce students with an overview of the Indian society & to make them understand the Constitution of India.

6. Foundation of Human Skills

To develop & demonstrate core skills & knowledge, attitude & values in students.

7. Business Economics - I

To enable the students both the theory & practice of Business Economics.

FYBMS Semester II

1. Principles of Marketing

To introduce the students with the basic elements of Marketing Management terms & its implementation in the industry

2. Industrial Law

To learn the laws relating to Industrial Relations, Social Security & Working Condition

3. Business Mathematics

To understand basic terms in the areas of Business Mathematics & measurements used in common business practices.

4. Business Communication II

To provide hands on experience in drafting report, business letters & developing effective inter-personal communication skills

5. Foundation Course II

To provide an introduction to basic Human Rights, Principles, Instruments & Institutions & also an overview of Current Issues.

6. Business Environment:

To introduce the students to multi-faceted environment of business so as to enable them appreciate finer nuances of the environment

7. Principles of management

To develop critical thinking skills & identifying ethical, global & diversity issues in various functions of management

SYBMS Semester III

Group A: Finance Electives:

1. Introduction to Cost Accounting

To understand the basic concepts & processes used in Cost Accounting

2. Corporate Finance

To provide the conceptual background for corporate financial analysis from the point of corporate value creation.

Group B: Marketing Electives:

1. Consumer Behaviour

To develop conceptual insights into key aspects such as social, psychological and other factors that influence consumer behaviour

2. Advertising

To demonstrate an understanding of overall role of communication in business world.

Group C: Human Resources Electives:

1. Recruitment & Selection

To provide a conceptual and operational understanding of recruitment & selection & to evaluate the role that Human staffing functions, including job analysis

2. Organizational Behaviour & HRM

To analyse individual & group behaviour, & understand the implications of Organization behaviour on the process of human resources management.

Core Subjects:

3. Information Technology in Business Management – I

To understand the role, impact & emerging trends of information technology in business management.

4. Foundations Course –III (Environmental Management)

To outline the implications of global trends for the environment, society, economy & organizations.

5. Business Planning & Entrepreneurial Management

To acquaint students with both theory & practice towards new business ventures.

6. Accounting for Managerial Decisions

To provide students with an introduction to management accounting in the context of business decisions, emphasizing the skills & knowledge that will be used in the work environment.

7. Strategic Management

To provide students with basic understanding the process of Strategy Formulation, Implementation & Evaluation.

SYBMS Semester IV

Group A: Finance Electives:

1. Corporate Restructuring

To introduce the concepts & various forms of corporate restructuring & its overall implications

2. Strategic Cost Management

To develop understanding of various costing systems in different strategic decisions situation.

Group B: Marketing Electives:

1. Integrated Marketing Communications

To help students understand the basic principles & practices of marketing communications, involving tools used by marketers.

2. Rural Marketing

To explore the students to rural market environment and emerging challenges in the globalization of the economies.

Group C: Human Resources Electives:

1. Human Resources Planning & Information System

To apply current & emerging Information technologies to support Human Resources Function.

2. Training & Development in HRM

To orient students with different forms of training and development & its implications

Core Subjects:

3. Information Technology in Business Management – II

To understand role, impact & emerging trends of information technology in business management & its application at Industrial & organizational level.

4. Foundation Course IV (Ethics & Governance Decisions)

To have an in-depth knowledge of the issues concerning Morals, Values, Ideologies and Ethics in personal, professional and business lives

5. Business Economics II

To introduce economic concepts and principles which are useful in understanding the general economic environment within which businesses and other organisations operate.

6. Business Research Methods

To understand the significance of research & various methods opted in analysing business problems

7. Production & Total Quality Management

To understand & implement the basic principles of PQM in manufacturing & service based organizations.

TYBMS Semester V

Group A: Finance Elective:

1. Investment Analysis & Portfolio Management

To acquaint the students with various concepts of Finance & introduce various models & techniques of Security Analysis & Portfolio Management.

2. Wealth Management

To provide an overview of various aspects related to Wealth Management

3. Financial Accounting

To acquaint the students with preparation of final accounts of companies

4. Direct Taxes

To acquaint the students with basic principles underlying the provisions of direct tax laws and to develop a broad understanding of the tax laws and accepted tax practices

Group B: Marketing Electives:

1. Services Marketing

To understand distinctive features of services & key elements in Service Marketing

2. E-Commerce & Digital Marketing

To understand significance of E-Commerce & its application in business & various sectors

3. Sales & Distribution Management

To develop an understanding of the sales & distribution processes in an organization

4. Customer Relationship Management

To provide an insight into CRM marketing initiatives, Customer service & designing CRM Strategy

Core Subjects:

5. Logistics & Supply Chain Management

To provide students with basic understanding of concepts of Logistics & Supply Chain Management

6. Corporate Communications & Public Relations

To provide the students with basic understanding of concepts of Corporate Communications & Public Relations

TYBMS Semester VI

Group A: Finance Elective:

1. International Finance

It deals with the analysis of selected macro-economic issues in open economies

2. Innovative Financial Services

To demonstrate advanced knowledge of the theories & origin of Financial Services Regulation.

3. Strategic Financial Management

To gain in-depth knowledge of Financial Management & its functions

4. Indirect Taxes

To acquaint the students with basic principles underlying the provisions of Indirect tax laws

Group B: Marketing Electives:

1. Brand Management

Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.

2. Retail Management

To develop the analytical ability of the students to attain an insight into Retail Management contexts

3. International Marketing

To develop a deep understanding of International Management

4. Media Planning & Management

To understand procedures, requirements & techniques of Media Planning & Buying

Core Subjects:

5. Operations Research

To understand the operating techniques & its application in business decision making

6. Project Work

To guide students on practical application of various concepts learned.

IV. Staff Profile:

| Sr.No | Name of Faculty | Qualifications | Date of Joining |
|--------------|------------------------|---|------------------------|
| 1 | Anand Deshpande | M.Com, MBA, LLB, PGDHRM, PET,SET | 1.07.2004 |
| 2 | Furqan R Shaikh | BE, MMS (Finance), PET, NET(Mgmt), NET (Commerce), SET (Mgmt) | 06.04.2009 |
| 3 | Sameer Charania | MMS (Mktg), PET | 01.08.2004 |
| 4 | Habiba Shaikh | MMS (MKtg) | 09.11.2017 |

X. Departmental Email with Password:

Email: bms.asc@rizvicollege.edu.in

Password: