

# Syllabus wef 2018

## First Year (FY-BMS)

### Semester – I (Total 7 papers, 20 Credit points)

Course Code	Course Name
UBMSFSI - 1	Introduction to Financial Accounting
UBMSFSI - 2	Business Law
UBMSFSI - 3	Business Statistics
UBMSFSI - 4	Business Communication - I
UBMSFSI - 5.1	Foundation Course – I
UBMSFSI - 6	Foundation of Human Skill
UBMSFSI - 7	Business Economics – I

### Semester – II (Total 7 papers, 20 Credit points)

Course Code	Course Name
UBMSFSII - 1	Principles of Marketing
UBMSFSII - 2	Industrial Law
UBMSFSII - 3	Business Mathematics
UBMSFSII - 4	Business Communication - II
UBMSFSII - 5	Business Environment
UBMSFSII - 6	Principles of Management
UBMSFSII - 7	Foundation Course – II

## Second Year (SY-BMS - Marketing)

### Semester – III (Total 7 papers, 20 Credit points)

Course Code	Course Name
UBMSFSIII - 1.05	Consumer Behavior
UBMSFSIII - 1.07	Advertising
UBMSFSIII - 2	Information Technology in Business Management – I
UBMSFSIII - 3.01	Foundation Course (Environment Management) – III
UBMSFSIII - 4	Business Planning & Entrepreneurial Management
UBMSFSIII - 5	Accounting for Managerial Decisions
UBMSFSIII - 6	Strategic Management

### Semester – IV (Total 7 papers, 20 Credit points)

Course Code	Course Name
UBMSFSIV - 1.05	Integrated Market Communication
UBMSFSIV - 1.07	Event Marketing
UBMSFSIV - 2	Information Technology in Business Management – II
UBMSFSIV - 3.01	Foundation Course (Ethics & Governance) – IV
UBMSFSIV - 4	Business Research Methods
UBMSFSIV - 5	Business Economics – II
UBMSFSIV - 6	Production & Total Quality Management

## Second Year (SY-BMS – Finance)

### Semester – III (Total 7 papers, 20 Credit points)

Course Code	Course Name
UBMSFSIII - 1.03	Equity and Debt Market
UBMSFSIII - 1.04	Corporate Finance
UBMSFSIII - 2	Information Technology in Business Management – I
UBMSFSIII - 3.01	Foundation Course (Environment Management) – III
UBMSFSIII - 4	Business Planning & Entrepreneurial Management
UBMSFSIII - 5	Accounting for Managerial Decisions
UBMSFSIII - 6	Strategic Management

**Semester – IV (Total 7 papers, 20 Credit points)**

Course Code	Course Name
UBMSFSIV - 1.02	Auditing
UBMSFSIV - 1.04	Corporate Restructuring
UBMSFSIV - 2	Information Technology in Business Management – II
UBMSFSIV - 3.01	Foundation Course (Ethics & Governance) – IV
UBMSFSIV - 4	Business Research Methods
UBMSFSIV - 5	Business Economics - II
UBMSFSIV - 6	Production & Total Quality Management

**Third Year (TY-BMS – Marketing)****Semester – V (Total 6 papers, 20 Credit points)**

Course Code	Course Name
46001	Logistic and Supply Chain Management
46013	Customer Relationship Management
46007	E-commerce and Digital Marketing
46010	Sales and Distribution Management
46004	Services Marketing
46002	Corporate Communication & Public Relations

**Semester – VI (Total 6 papers, 20 Credit points)**

Course Code	Course Name
86003	Brand Management
86006	Retail Management
86009	International Marketing
86012	Media Planning and Management
86001	Operation Research
UBMSFSVI - 5	Project Work

**Third Year (TY – BMS – Finance)****Semester – V (Total 6 papers, 20 Credit points)**

Course Code	Course Name
46001	Logistic and Supply Chain Management
46002	Corporate Communication & Public Relations
46003	Investment Analysis Portfolio Management
46009	Wealth Management
46012	Financial Accounting
46018	Direct Taxes

**Semester – VI (Total 6 papers, 20 Credit points)**

Course Code	Course Name
86001	Operation Research
86002	International Finance
86011	Strategic Financial Management
86014	Financing Rural Development
86017	Indirect Taxes
UBMSFSVI - 5	Project Work