

Course Name : BMS			
Course Duration : 3 Years			
Course Category : Non Aided			
Semester I			
Sr. No.	Subject Name	Total Marks	
1	* UBMSFSI.1-Introduction to Financial Accounts	100	
2	* UBMSFSI.2-Business Law	100	
3	* UBMSFSI.3-Business Statistics	100	
4	* UBMSFSI.4-Business Communication I	100	
5	* UBMSFSI.5.1-Foundation Course I	100	
6	* UBMSFSI.6-Foundation of Human Skills	100	
7	* UBMSFSI.7-Business Economics I	100	
Semester II			
Sr. No.	Subject Name	Total Marks	
1	* UBMSFSII.1-Principles of Marketing	100	
2	* UBMSFSII.2-Industrial Law	100	
3	* UBMSFSII.3-Business Mathematics	100	
4	* UBMSFSII.4-Business Communication II	100	
5	* UBMSFSII.5.1-Foundation Course II	100	
6	* UBMSFSII.6-Business Environment	100	
7	* UBMSFSII.7-Principles of Management	100	
Semester III			

Sr. No.	Subject Name	Total Marks
1	* UBMSFSIII.1.05-Consumer Behaviour	100
2	* UBMSFSIII.1.06-Advertising	100
3	* UBMSFSIII.2-Information Technology in Business Management-I	100
4	* UBMSFSIII.3.01-Foundation Course-III (Environmental Mangement)	100
5	* UBMSFSIII.4-Business Planning & Entrepreneurial Management	100
6	* UBMSFSIII.5-Accounting for Managerial Decision	100
7	* UBMSFSIII.6-Straegic Management	100
Semester IV		
Sr. No.	Subject Name	Total Marks
1	* UBMSFSIV.1.05-Integrated Marketing Communication	100
2	* UBMSFSIV.1.06-Rural Marketing	100
3	* UBMSFSIV.2-Information Technology in Business Management-II	100
4	* UBMSFSIV.3.01-Foundation Course-IV (Ethics & Governance)	100
5	* UBMSFSIV.4-Business Research Methods	100
6	* UBMSFSIV.5-Business Economics-II	100
7	* UBMSFSIV.6-Production & Total Quality Management	100
Semester V		
Sr. No.	Subject Name	Total Marks
1	46001-Logistics and Supply Chain Management	100
2	46002-Corporate Communication and Public Relations	100
3	46004-Services Marketing	100
4	46007-E-Commerce & Digital Marketing	100
5	46010-Sales and Distribution Management	100
6	46016-Industrial Marketing	100
Semester VI		
Sr. No.	Subject Name	Total Marks

1	86001-Operation Research	100		
2	86003-Brand Management	100		
3	86006-Retail Management	100		
4	86009-International Marketing	100		
5	86012-Media Planning and Management	100		
6	UBMSFSVI.5-Project Work	100		
Eligibility :				
Students must have to qualify 10+2 level from a recognized board with any stream.				
Students must score at least 50% marks and 5% relaxation given to reserved category				
students. Reserved category students are SC/ ST/ OBC. Students must be from a commerce background.				
Other stream students are also allowed to pursue BMS.Arts students have a weightage of a minimum				
of 50% marks, commerce students have 25% and science students have 25%.				
Total No. Of students enrolment : 60 (FY/SY/TY Each)				
Course Scope :				
The first and foremost advantage of undertaking a BMS degree is				
The students are also made to understand the importance of				
Objective :				
BACHELOR OF BUSINESS MANAGEMENT (BMS) : (Unaided)				
This course was started in our college in the Academic Year 1999.				
To foster a supportive and stimulating learning environment for				
To contribute to the enhancement and advancement of knowledge				
To emphasize teamwork and the development of synergy among				

	To equip the students with the soft skills required to learn, adapt &			
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