



TENTATIVE 4 YEAR BMS CURRICULUM

SEMESTER-WISE & CATEGORY-WISE STRUCTURE OF THE UNDERGRADUATE PROGRAM

SEM	Discipline Specific Core (4 CREDITS)	Minor (4 CREDITS)	Multi-disciplinary Courses (3 CREDITS)	Ability Enhancement Courses (2 CREDITS)	Skill Enhancement Courses (3 CREDITS)	Common Value Added Courses (2 CREDITS)	Summer Internship/ Research Project or Dissertation (12 CREDITS OR 3 PAPERS * 4 CREDITS)	Total Credits
I	1	1	1	#1	1	#2		20
II	1	1	1	#1	1	#2		20
III	2	1	1	#1 MIL/Business Communication-I	1			20
IV	3	1		#1 MIL/ Business Communication-II			Summer Internship (2)	20
V	4	1						20
VI	4	1						20
VII	4	1						20
VIII	4 * 1 for students who opt for BMS Hons. With Research	1					*Dissertation (12)	20

AEC & VA are common for all disciplines

*Dissertation (12 credits) applicable only for students who opt for BMS Honors with Research

Students who do not opt for BMS Honors with Research will be offered 3 papers in lieu of Dissertation of 12 credits.

Total Number of Credits 160

DSC: Discipline Specific Course

MINOR: General Electives

AEC: Ability Enhancement Course

SEC: Skill Enhancement Course

VAC: Value Addition Course

4 YEAR BMS CURRICULUM

SEM	Discipline Specific Core (DSC)	Minor (4)	Multi-disciplinary Courses(3)	Ability Enhancement Courses (2)	Skill Enhancement Courses (3)	Common Value Added Courses (2)	Summer Internship/ Research Project or Dissertation	Total Credits
I	4x1: Principles of Management - I	4x1: Business Economics - I	3x1: Media Management / Human Rights	2x1: Communicative English- I	3x1: Personality development	2x1+2x1: *Inter-religious studies for Global citizenship Service Learning *Community service		20
II	4x1: Business Accounting	4x1: Business Mathematics	3x1: Issues in Indian economy	2x1: Communicative English-II	3x1: E-Commerce	2x1+2x1: *Environmental studies & sustainability *Understanding Indian Constitution		20
III	4x2: Marketing Management Principles of Management - II	4x1: Business Statistics	3x1: Introduction to Information Systems	2x1: Modern Indian Language I (Hindi/ Bengali) Or Business Communication- I	3x1: Computer application in business			20
IV	4x3: *Fundamentals of Financial Management *Consumer behavior *Human Resource management	4x1: Business Economics - II		2x1: Modern Indian Language - II(Hindi/Bengali) Or Business Communication - II			Internship (2 credit)	20

SEM	Major (4) Discipline Specific Core Course	Minor (4)	Multi- disciplinary Courses(3)	Ability Enhancemen t Courses (2)	Skill Enhancem ent Courses (3)	Common Value Added Courses (2)	Summer Internship/ Research Project or Dissertation	Total Credi ts
V	<p>4x4:</p> <p>*Management Accounting</p> <p>*CSR and Business Ethics</p> <p>*Leadership development.</p> <p>*Entrepreneurship Development</p>	<p>4x1: Business Law</p>						20
VI	<p>4x4:</p> <p>*Financial Markets & Services</p> <p>*Logistics and supply chain management</p> <p>*Advertisement & Sales Promotion</p> <p>*Organizational Behavior</p>	<p>4x1: Corporate Law</p>						20
VII	<p>4x4:</p> <p><u>ANY FOUR</u></p> <p>*Business Taxation</p> <p>Brand Management</p> <p>*Security Analysis & Portfolio management</p> <p>*Marketing of services</p> <p>*Corporate Finance</p>	<p>4x1:</p> <p>For Honours</p> <p>Business Project Evaluation & Financing</p> <p>For Honours with Research</p> <p>Business Research Methods</p>						20

	*Social Media Marketing *Behavioral Finance *Sales & Distribution							
VIII	4X4: *Strategic Management	4x1: Operations Research					Dissertation Preparation and Presentation (12 Credit)	20
	Papers in lieu of Dissertation (Any 3) * Performance and Reward Management *Training and Development *Rural Marketing *International Marketing *Banking and Financial Institutions *Customer Relationship management							

- EXIT option available after 3 years
- Total credits: 160 (for 4 years) and 120 credits (for 3 years)
- At the end of 3rd year students will be awarded with Bachelor in Management Studies.
- At the end of 4th year students will be awarded with a Bachelor in Management Studies (Honours).
- If a student secures a minimum of 75% marks in first six semesters, the student may opt for honours with research in 4th year. The student will be required to complete dissertation of 12

credits in lieu of three Major courses under the guidance of a faculty member of the University. In this case, the student will be awarded with Bachelor in Management Studies (Honours) with Research.