

## Subject list

### B.M.S Department

#### 1. FYBMS

<b>Semester-I</b>	<b>Semester-II</b>
1.Introduction to Financial Accounts- (Int to FA)	1.Principles of Marketing
2.Business Law- (BL)	2.Industrial Law
3.Business Statistics (BS)	3.Business Mathematics
4.Business Communication-I-(BC)	4.Business Communication-II
5.Foundation Course-I-(FC-I)	5.Foundation Course-II
6.Foundation of Human Skills (FHS)	6.Business Environment
7.Business Economics-I (BE)	7.Principles of Management

#### 2. SYBMS

<b>Semester-III</b>	<b>Semester-IV</b>
1.Information Technology in Business Management-I(IT)	1.Information Technology in Business Management-II
2.Business planning and Entrepreneurial Management (BPEM)	2.Business Economics-II
3.Accounting for Managerial Decision (AMD)	3.Business Research Methods
4.Strategic Management (SM)	4.Production and Total Quality Management
5.Foundation Course-III (FC-III)	5.Foundation Course-IV
<b>Finance Group</b>	<b>Finance Group</b>
1.Basics of Financial Services (BFS)	1.Financial Institutions and Markets
2.Introduction to Cost Accounting (INT to CA)	2.Auditing
<b>Marketing Group</b>	<b>Marketing Group</b>
1.Product Innovations Management (PIM)	1.Integrated Marketing Communication
2.Advertising (ADV)	2.Tourism Marketing
<b>Human Resource Group</b>	<b>Human Resource Group</b>
1.Recruitment and selection (RS)	1.Human Resource Planning and Information system
2.Organisational Behaviour and HRM (OB & HRM)	2.Training and Development in HRM

### **3. TYBMS**

<b><u>Semester-V</u></b>	<b><u>Semester-VI</u></b>
1.Logistics and Supply Chain Management (Log & SCM)	1.Operation Research
2.Corporate Communications and Public Relations (CCPR)	2.Project Work
<b>Finance Group</b>	<b>Finance Group</b>
1. Commodity and Derivatives Market (C&D)	1.International Finance
2. Wealth Management(WM)	2.Innovative Financial Services
3. Financial Accounting (FA)	3.Project Management
4. Direct Taxes (DT)	4.Indirect Taxes
<b>Marketing Group</b>	<b>Marketing Group</b>
1.Services Marketing (SM)	1.Brand Management
2.E-Commerce and Digital Marketing (E-COM&DM)	2.Retail Management
3.Customer Relationship Management (CRM)	3.International Marketing
4.Strategic Marketing Management (SMM)	4.Media Planning and Management