

**Nagindas Khandwala College
(Autonomous)**

Affiliated to University of Mumbai



**MKES's Nagindas Khandwala College (Autonomous),
Gate No 5, Bhavishya Bharat Campus, S. V. Road, Malad (West)
Mumbai-400 064**

Programme Code: UBMS

Bachelor of Management Studies (BMS)

Three Year Integrated Programme -

Six Semesters

Course Structure

Under Choice Based Credit, Grading and Semester System

Implemented during Academic Year- 2020-21

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1. Preamble

The markets are very complex today. There is a need for professionals who can understand the complexities in the market and provide solutions for the same. Managerial positions today require individuals who understand the dynamics of the markets and are able to utilize the company resources to come out with effective solutions.

A Bachelor's Degree in Management will provide learners exposure to the principles on management and give the learners an understanding of how organizations are functioning today. It will equip with the knowledge of planning, organizing, leading and controlling. It will sharpen their skills to tackle real world problems for any organization. It further gives them an opportunity to specialize in marketing or finance.

2. Objectives

The BMS Program is structured to provide graduates with practical skills required for working, managing and running organizations. The main objective of BMS Program are:-

- To provide in-depth theoretical & practical knowledge
- To provide exposure to real life situations through case-studies, role plays, discussions and presentations.
- To equip learners with skills required for management, finance, marketing and human resources.
- To equip them with the skills required to function in any organization as well as starting their entrepreneurial venture.
- To train them adopt a holistic view to real life business situations.
- To inculcate a research aptitude and problem-solving approach in learners.

3. Program Outcome:

Upon graduation, BMS students will be able to:

1. Apply knowledge of management theories and practices to solve business problems.
 2. Foster critical and analytical based thinking for decision making at the workplace.
 3. Develop leadership ability to manage diverse situations.
 4. Ability to develop teams and manage teams effectively.
- Develop strong foundation for Higher Studies.
 - Develop entrepreneurial skills.

4. Program Specific Outcome:

BMS (Finance)

Specialization in BMS (Finance) has been designed to prepare graduating students for attaining the following specific outcomes:

1. Apply knowledge of accounting fundamentals and financial management to provide solutions for accounting & management problems.
2. Competence to understand financial statements and analyzing them.
3. Making various financial decisions for the firm.
4. Understanding of the current financial structure.

BMS (Marketing)

Specialization in BMS (Marketing) has been designed to prepare graduating students for attaining the following specific outcomes:

1. Capability of marketing a product or service.
2. Ability to design Integrated Marketing Communication strategies for companies.
3. Ability to understand consumer behaviour and their preferences.
4. Design strategies for consumer engagement

5. Scheme of Examination:

The scheme of Examination shall be divided into parts i.e. Continuous Internal Evaluation (CIE) including presentations, assignments, projects, case studies, group discussions, quizzes and class test which will be of 25 marks and the Semester End Examinations (SEE) which will be of 75 marks. The semester wise Credit Points will vary from course to course but the value of Credits for Under-Graduate Programme shall be of 120 Credits. Students will have to earn 8 extra credits under autonomy. This will be achieved by doing 1 Course on Environmental Science, 1 Short Term Course from an approved list of certifications and a Compulsory Course in Tally Pro and Advance Excel / Swayam/ Coursera.

The Credits are defined in terms of the learner's hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. The value of One (01) Credit is equal to 15 Hours of learners' load.

Scheme of Total Credits

| Sr. No. | Year | Credits |
|---------|-----------------------------------|---------|
| 1 | Year 1 | 40 |
| 2 | Year 2 | 40 |
| 3 | Year 3 | 40 |
| | Total Credits from Academics | 120 |
| | Additional Credits | 8 |
| | Total Credits for Award of Degree | 128 |

3.1 Credit Based Evaluation System Scheme of Examination

For all 6 semesters, the performance of the learners shall be evaluated into two components. The first component shall carry 25% marks which will be an Continuous Internal Evaluation while the second component shall carry 75% marks at semester end examination.

The allocation of marks for the Continuous Internal Evaluation 25% and Semester End Examination 75% are as shown below:

3.2 Structure of Continuous Internal Evaluation – 25% = 25 marks

| Sr. No. | Particulars | Marks |
|---------|---|----------|
| 1 | Class Test | 10 marks |
| 2 | Subject specific Term Work Module/assessment modes –as decided by the department in the beginning of the semester (like presentations, group discussions, written assignments, quiz; objective test, open book test, case study, projects, posters and exhibits etc. for which the assessment is to be based on class presentations wherever applicable). | 10 marks |
| 3 | Active participation in class room discussions (and in practical work, tutorial, field work etc. as the case may be). | 5 marks |

Semester End Examination (SEE) will be conducted after all modules of the course are completed. It will be a written examination / or as per the needs of the course a practical examination or a combination of both. This examination will be for 75 marks.

The assessment of Continuous Internal Evaluation and Semester End Examination as mentioned above for the Semesters I to VI shall be processed by the College – ‘Institutions of their Learners’ and the grade card will be issued to the learners after the conversion of marks into grade as the procedure mentioned below.

The learner to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Continuous Internal Evaluation & Semester End Examination. The learner shall obtain minimum of 40% marks (i.e. 10 out of 25) in the Continuous Internal Evaluation and 40% marks in Semester End Examination (i.e. 30 Out of 75) separately, to pass the course and minimum of Grade D in each project, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation & Semester End Examination together.

3.3 Passing Standards

| Grade | Marks | Grade Points |
|-------|--------------|--------------|
| O | 80 & Above | 10 |
| A+ | 70 to 79.99 | 9 |
| A | 60 to 69.99 | 8 |
| B+ | 55 to 59.99 | 7 |
| B | 50 to 54.99 | 6 |
| C | 45 to 49.99 | 5 |
| D | 40 to 44.99 | 4 |
| F | Less than 40 | 0 |

3.4 Approved Certifications for Additional Credits

Table for Additional Autonomy Credits

| Table for Autonomy Credits | | | | | |
|--|--|-----------------------|----------------|----------------|---------------|
| Semester | Component | Duration | No. of Courses | Credit/ Course | Total Credits |
| A. Ability Enhancement Compulsory Course (AECC) | | | | | |
| 3 | AECC I Environment Science | 1 Sem | 1 | 2 | 2 |
| 4 | AECC II Tally Pro and Advance Excel / Coursera | 60 Hrs. (1 Sem) | 1 | 4 | 4 |
| B. Skill Enhancement Course (SEC) | | | | | |
| 1-5 | SEC I (Short Term Courses) | 30 hrs (Table – 1) | -- | 2 | 2 |
| | | | | Total | 8 |

All BMS students graduating from Nagindas Khandwala College will earn 8 (Eight) additional credits under autonomy. It is compulsory for every student to earn these credits for grant of a degree.

The scheme of credits is explained below.

Course on Environmental Science (EVS)

This course is offered in sem. III for 2 credits. It is compulsory for all students to complete this course. Hours for this are arranged in college.

Course on Tally Pro and Advance Excel

This is a compulsory course offered to all students of BMS (Finance) and BMS (Marketing) during their second year. This course is for 4 credits. Students of BMS (Finance) will learn Tally – Professional Level and Advance Excel. Students who have completed IT training of Institute of Chartered Accountants of India (ICAI) will be granted exemption from this course on submission of the certificate of passing from ICAI.

The BMS (Marketing students will undertake a Certificate Course from Coursera/Swayam/Tally– Professional Level and Advance Excel.

Short Term Courses (STC)

List of Short Term Courses Offered Semester Wise From 2020-21

| Sr. No. | STC offered in Semester 1,3 & 5 | STC offered in Semester 2 & 4 |
|---------|---|--|
| 1 | Basic Course in Brahmavidya - ₹ 1,500 | Add On Certificate course on Child Care & Child Development ₹2,500 |
| 2 | Pranic Healing - ₹ 3,300 | Add On Certificate course on Travel & Tourism Management ₹2,500 |
| 3 | Understanding Mental Health - ₹ 5,000 | Add On Certificate course on Computer Application ₹2,500 |
| 4 | Certificate in IFRS ₹ 3,750 | Add On Certificate course on Functional English ₹2,500 |
| 5 | Certificate in QGIS ₹ 3,000 | Certificate Course in Gandhian Studies ₹2,000 |
| 6 | Finding an 'Entrepreneur' in you - ₹2,500 | Certificate in GIS ₹ 3,000 |
| 7 | Working with Vectors (COREL DRAW) – ₹ 4,000 | Tie and Dye ₹ 3,000 |
| 8 | Certificate in Visual Merchandising – ₹ 3,000 | Jewellery Making ₹ 3,000 (See *) |
| 9 | Certificate Course in Indian Embroidery - ₹ 3,000 (See *) | Working with Bitmap (Photoshop) ₹ 5,000 |
| 10 | Certificate in Stylization - ₹ 3,000 | Grooming and Personality Development ₹ 3,000 |
| 11 | CASI New York Certification - ₹ 3,540 | Mind your Money - ₹ 2,000 |
| 12 | Certificate in Photography - ₹3,540 | Certificate Course in Banking - ₹ 2,500 |
| 13 | Volunteering Community Services CASI ₹ 300 | Understanding Pollution through Mobile Application ₹ 500 |
| 14 | Certificate in Spanish Language ₹ 2,000 | Digital Marketing ₹7,000 |
| 15 | Fundamental of Capital Market and Derivatives ₹ 4,000 | Certificate in Mandarin ₹ 2,000 |
| 16 | Equity Trading Bootcamp ₹ 4,000 | Certificate for introduction Beauty ₹ 7,500 (See *) |
| 17 | Financial Statement Analysis ₹ 1,500 | Certificate for introduction to Hair Dressing ₹ 7,500 (See *) |
| 18 | Certificate in Finance ₹ 3,540 | Certificate course on music ₹ 5,000 |
| 19 | Certificate in Methods of Quantitative techniques – ₹ 3,000 | Certificate Course in Sports Management ₹ 4,500 |
| 20 | Mastering Aptitude Skills - ₹2,500 | Mastering Analytical Skills ₹ 2,500 |
| 21 | Enhancing Communication Skills - ₹2,500 | Financial Services basics ₹ 2,500 |
| 22 | | Certificate Course in Mobile Journalism ₹ 10,000 |

Note: -

* Excluding Cost of material supplied

Khandwala College offers 43 Short Term Courses. These courses are divided in even and odd semesters and are organized in vacations. Students have to complete any **ONE** Short Term Course in any one of the semesters between 1 to 5. Courses offered in Sem. 1,3 & 5 are organized during the Diwali break and courses offered in Sem. 2 & 4 are organized in the month of April.

3.5 Exemptions from STC

Students satisfying any one of the criteria listed below will be granted exemption from registering for a short-term course. 2 credits under autonomy will be granted to students who have :-

1. Passed IPCC examination; either one group or both groups; conducted by Institute of Chartered Accountants of India. (ICAI)
2. Passed Executive level of examination conducted by Institute of Company Secretaries of India (ICSI)
3. Passed Intermediate level of examination conducted by Institute of Cost and Works Accountants of India (ICWAI)
4. Passed all Knowledge level papers F1 to F4 at the examination conducted by ACCA after registering from our college
5. Registered with NSS unit of Khandwala College, who have completed 120 hours with participation at the rural camp, and authorities in charge of NSS at college level have recommended their name for exemption.
6. Won prizes at University, State, National or International level in any sports activity- individual or team - and their name has been recommended by authorities in charge of Gymkhana at college level.
7. Enrolled for NCC unit of Khandwala College, have completed mandatory hours of training and have attended all programs of NCC at Khandwala College and their name has been recommended by authorities in charge of NCC at college level.
8. Represented Khandwala College at any University Cultural Festival and have won prize will be entitled to exemption on recommendation of their name by the Students Council in charge.

Bachelor of Management Studies (BMS) Programme

Under Choice Based Credit, Grading and Semester System

Three Year Integrated Programme -

Six Semesters

Basic Structure: Distribution of Courses

| | | | |
|---|---|---|------------|
| 1 | Ability Enhancement Compulsory Course (AECC) | 2 Papers of 3 Credits Hrs. each (Total Credits Hrs. $2*3=06$) | 06 |
| 2 | Skill Enhancement Compulsory Course (SEC) | 2 Papers of 2 Credits Hrs. each (Total Credits Hrs. $2*2 = 04$) 1 Paper of 4 Credits Hrs. each (Total Credits Hrs. $1*4 = 04$) | 08 |
| 3 | Core Course (CC) | 14 Papers of 3 Credits Hrs. each (Total Credits Hrs. $14*3= 42$) 02 Papers of 2 Credits Hrs. each (Total Credits Hrs. $2*2= 04$) 03 Papers of 4 Credits Hrs. each (Total Credits Hrs. $3*4= 12$) | 58 |
| 4 | Discipline Specific Compulsory Course (DSC) | 4 Papers of 3 Credits Hrs. each (Total Credits Hrs. $4*3=12$) | 12 |
| 5 | Discipline Specific Elective (DSE) | 12 Papers of 3 Credits Hrs. each (Total Credits Hrs. $12*3= 36$) | 36 |
| | Total Credits Hrs | | 120 |

Bachelor of Management Studies (BMS.) Programme
Under Choice Based Credit, Grading and Semester System
Curriculum Framework
(Implemented during Academic year 2020-21)

FIRST YEAR

| Sr. No. | Semester I | Subject code | Credits | Sr. No. | Semester II | Subject code | Credits |
|---------|---|---------------|-----------|---------|--|--------------|-----------|
| | Ability Enhancement Compulsory Course (AECC) | | | | Ability Enhancement Compulsory Course (AECC) | | |
| 1 | AECC – 1 Business Communication – 1 | 2011UMSBC | 3 | 1 | AECC- 2 Business Communication-II | 2021UMSBC | 3 |
| | Skill Enhancement Compulsory Course (SEC) | | | | Skill Enhancement Compulsory Course (SEC) | | |
| 2 | SEC – 1 Foundation Course – 1 | 2012UMSFC | 2 | 2 | SEC – 2 Foundation Course II (Value Education and Soft Skills) | 2022UMSFC | 2 |
| | Core Course (CC) | | | | Core Course (CC) | | |
| 3. | CC – 1 Foundation of Human Skills | 2013UMSHS | 3 | 3. | CC – 4 Business Environment | 2023UMSBV | 3 |
| 4. | CC – 2 Business Law | 2014UMSBL | 3 | 4. | CC – 5 Business Mathematics | 2024UMSBM | 3 |
| 5 | CC – 3 Business Statistics | 2015UMSBS | 3 | 5 | CC – 6 Industrial Law | 2025UMSIL | 3 |
| | Discipline Specific Compulsory Course (DSC) | | | | Discipline Specific Compulsory Course (DSC) | | |
| 6 | DSC-1 Introduction to Financial Accounts | 2016UMSFA | 3 | 6 | DSC-3 Principles of Marketing | 2026UMSPM | 3 |
| 7 | DSC-2 Principles of Management | 2017UMSP M | 3 | 7 | DSC-4 Business Economics I | 2027UMSBE | 3 |
| | TOTAL | | 20 | | TOTAL | | 20 |

SECOND YEAR
(Implemented during Academic year 2020-21)

| Sr. No. | Semester III | Subject code | Credits | Sr. No. | Semester IV | Subject code | Credits |
|---------|--|--------------|-----------|---------|--|--------------|-----------|
| | Core Course (CC) | | | | Core Course (CC) | | |
| 1 | CC – 7 Personal Effectiveness Management | 1831UMSPEM | 3 | 1 | CC – 12 Business Economics II | 2041UMSBE | 3 |
| 2 | CC – 8 Business Planning and Entrepreneurial Management | 1832UMSBEM | 3 | 2 | CC – 13 Business Research Methods | 1942UMSBRM | 3 |
| 3 | CC – 9 Accounting for Managerial Decisions | 1833UMSAMD | 3 | 3 | CC – 14 Change Management | 1943UMSCM | 3 |
| 4 | CC – 10 Strategic Management | 1934UMSSM | 3 | 4 | CC – 15 Production & Total Quality Management | 1844UMSPQM | 3 |
| 5 | CC – 11 Information Technology in Business Management – I | 1935UMSITB | 2 | 5 | CC – 16 Information Management in Business Management II | 1845UMSIBM | 2 |
| | Discipline Specific Elective (DSE) | | | | Discipline Specific Elective (DSE) | | |
| | Discipline Specific Elective (DSE-1,2) Any two of GROUP A- FINANCE | | | | Discipline Specific Elective (DSE-3,4) Any two of GROUP A- FINANCE | | |
| 6 | Equity and Debt Market | 1936UMSEDM | 3 | 6 | Strategic Cost Management | 1846UMSSCM | 3 |
| 7 | Corporate Finance | 1837UMSCF | 3 | 7 | Corporate Restructuring | 1947UMSCR | 3 |
| 8 | Basics of Financial services | 1836UMSBFS | 3 | 8 | Financial Institution & markets | 1946UMSFIM | 3 |
| 9 | Introduction to Cost accounting | 1936UMSICA | 3 | 9 | Auditing | 1946UMSA | 3 |
| | Discipline Specific Elective (DSE-1,2) Any two of GROUP B- MARKETING | | | | Discipline Specific Elective (DSE-3,4) Any two of GROUP B- MARKETING | | |
| 10 | Consumer Behaviour | 1836UMSCB | 3 | 10 | Integrated Marketing Communication | 1846UMSIMC | 3 |
| 11 | Product Innovations Management | 1837UMSPIM | 3 | 11 | Event Marketing | 1847UMSEM | 3 |
| 12 | Advertising | 1937UMSAD | 3 | 12 | Rural Marketing | 1947UMSRM | 3 |
| 13 | Social Marketing | 1937UMSSM | 3 | 13 | Tourism Marketing | 1947UMSTM | 3 |
| | TOTAL | | 20 | | TOTAL | | 20 |

**** The learner has to choose from Group A (Finance) or Group B (Marketing)**

THIRD YEAR

(Implemented during Academic year 2020-21)

| Sr No | Semester V | Subject code | Credits | Sr. No. | Semester VI | Subject code | Credits |
|-------|---|--------------|-----------|--|--|--------------|-----------|
| | Core Course (CC) | | | | Core Course (CC) | | |
| 1 | CC-17 Logistics and Supply Chain Management | 1851UMSLSM | 4 | 1 | CC-19 Operation Research | 1861UMSOR | 4 |
| 2 | CC-18 Analytical Skills for Managers | 1952UMSASM | 4 | Skill Enhancement Compulsory Course (SEC) | | | |
| | | | | 2. | SEC- 3 Research Based Project Work | 1862UMSRPW | 4 |
| | Discipline Specific Elective (DSE) | | | | Discipline Specific Elective (DSE) | | |
| | Discipline Specific Elective (DSE-5,6,7,8) (Any FOUR of group A-FINANCE) | | | | Discipline Specific Elective (DSE-9,10,11,12) (Any FOUR of group A-FINANCE) | | |
| 3 | Investment Analysis and Portfolio Management | 1853UMSIPM | 3 | 3 | International Finance | 1863UMSIF | 3 |
| 4 | Wealth Management | 1854UMSWM | 3 | 4 | Innovative Financial Services | 1864UMSIFS | 3 |
| 5 | Direct Taxes | 1855UMSDT | 3 | 5 | Project Management | 1865UMSPM | 3 |
| 6 | Commodity and Derivatives Market | 1856UMSCDM | 3 | 6 | Indirect Taxes | 1866UMSIDT | 3 |
| 7 | Financial Accounting | 1953UMSFA | 3 | 7 | Strategic Financial Management | 1963UMSSFM | 3 |
| 8 | Risk Management | 1953UMSRM | 3 | 8 | Financing Rural Development | 1963UMSFRD | 3 |
| | Discipline Specific Elective (DSE-5,6,7,8) (Any FOUR of group B-MARKETING) | | | | Discipline Specific Elective (DSE-9,10,11,12) (Any FOUR of group B-MARKETING) | | |
| 9 | Service Marketing | 1853UMSSM | 3 | 9 | Brand Management | 1863UMSBM | 3 |
| 10 | E-Commerce and Digital Marketing | 1854UMSEDM | 3 | 10 | Retail Management | 1864UMSRM | 3 |
| 11 | Sales and Distribution Management | 1855UMSSDM | 3 | 11 | Sports Marketing | 1965UMSSM | 3 |
| 12 | Customer Relationship Management | 1956UMSCRM | 3 | 12 | Media Planning and Management | 1866UMSMPM | 3 |
| 13 | Industrial Marketing | 1954UMSIM | 3 | 13 | International Marketing | 1864UMSIM | 3 |
| 14 | Strategic Marketing Management | 1954UMSSMM | 3 | 14 | Marketing of non-Profit organization | 1964UMSMNO | 3 |
| | TOTAL | | 20 | | TOTAL | | 20 |

**** The learner has to choose from Group A (Finance) or Group B (Marketing)**