

Bachelor of Management Studies Programme

Under Choice Based Credit, Grading and Semester System

Curriculum Framework

FIRST YEAR (2023 -24)

Level	Sem.	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Credits	Cumulative Credits
		Mandatory (DSC 1 and DSC 2)	Electives							
4.5	I	Principles of Management UMS Introduction to Financial Accounts (03+03 = 06)	---	---	Foundation of Human Skills Business Statistics (02 + 02 = 04)	VSC: Business Law (02) SEC: Foundation Course I (02)	AEC: Business Communication I / Hindi / Marathi / Gujarati / Sanskrit / French (02) VEC: Environmental Studies I (02) IKS: (02)	CC: NSS, NCC, Sports, Cultural, Yoga, Music, Performing Arts, DLLE (02)	3+3+2+2+2+2+2+2= 22	44 (UG Certificate)
	II	Principles of Marketing Business Environment (03+03 = 06)	---	Business Economics –I (02)	Principles and Practices of Banking and Insurance Business Mathematics (02 + 02 = 04)	VSC: Industrial Law (02) SEC: Foundation Course (Business Conventions) (02)	AEC: Business Communication II / Hindi / Marathi / Gujarati / Sanskrit / French (02) VEC: Environmental Studies II (02) IKS: ----	CC: NSS, NCC, Sports, Cultural, Yoga, Music, Performing Arts, DLLE (02)	3+3+2+2+2+2+2+2= 22	
		12	----	02	08	08	10	04	44	

*** Exit Option: Award of UG Certificate in Major with 40-44 credits and an additional 4 credits core NSQF Course/Internship or Continue with Major and Minor**

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SECOND YEAR (2024-25)

Level	Sem.	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cr	Cumulative Credits
		Mandatory (DSC 1 & DSC 2)	Electives							
5.0	III	Accounting for Managerial Decisions (03) Consumer Behaviour (03) Human Resource Management (02)	--	Personal Effectiveness Management (03) Business Planning and Entrepreneurial Management (03)	<u>Any ONE</u> 1. Personal Financial Planning 2. Design Thinking 3. Social Media Marketing Strategy 4. Generative AI Tools & Prompt Engineering 5. Stock Trading & Automations 6. Advanced MS Office & AI	VSC: Analytical Skills for Managers - I	AEC: Hindi/ Marathi/ Gujarati (02)	CC: NSS, NCC, Sports, Cultural, Yoga, Music, Performing Arts, DLLE (02)	22	88 (UG Diploma)
	Credits	8	--	6	2	2	2	2		
	IV	Basics of Financial Services (03) Integrated Marketing Communication (03) Conflict and Negotiation (02)	--	Advanced Business Economics (03) Change Management (03)	<u>Any ONE</u> 1. Personal Financial Planning 2. Design Thinking 3. Social Media Marketing Strategy 4. Generative AI Tools & Prompt Engineering 5. Stock Trading & Automations 6. Advanced MS Office & AI (NOTE: Course opted in Sem III cannot be repeated in Sem IV)	VSC: Analytical Skills for Managers – II	AEC: Hindi/ Marathi/ Gujarati (02)	CC: NSS, NCC, Sports, Cultural, Yoga, Music, Performing Arts, DLLE (02)	22	
	Credits	8	--	6	2	2	2	2		
	2 nd year	16	0	12	4	4	4	4	44	
	Cum Cr.	28	----	14	12	12	14	8	88	

* Exit Option: Award of UG Diploma in Major and Minor with 80-88 credits and an additional 4 credits core NSQF Course/Internship or Continue with Major and Minor

Bachelor of Management Studies Programme
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Curriculum Framework under NEP
THIRD YEAR (2025-26)

Level	Sem.	Major		Minor	OE	VSC, SEC (VSEC)	AEC , VEC , IKS	OJT, FP, CEP, CC, RP	Credits	Cumulative Credit
		Mandatory (DSC 1, 2 & DSC 3)	Electives							
5.5	V	Strategic Management (04)	FINANCE Equity and Debt Market (04)	FINANCE Direct Taxes (03)	----	VSC (02) (ANY ONE) 1. Data Visualization 2. Event Accounting 3. Mobile Photography 4. Branding Yourself 5. Visual Merchandising	----	FP/CEP/ Holistic Skill Development for Career Readiness (02)	22	132 (UG Degree)
		Production & Total Quality Management (04)	MARKETING Sales and Distribution Management (04)	MARKETING Customer Relationship Management (03)						
		Service Marketing (03)								
	Credits	11	4	3	0	2	0	2		
	VI	Operation Research (04)	FINANCE Investment Analysis and Portfolio Management (04)	FINANCE Indirect Taxes (03)	----	----	----	OJT/ Internship /Project Work. (04)	22	
Logistics and Supply Chain Management (04)		MARKETING Retail Management (04)	MARKETING Brand Management (03)							
	Credits	11	4	3	0	0	0	4		
	Total credits in 3 rd year	22	8	06	0	2	0	6	44	
	Cum Cr.	12+16+22 = 50	00 + 00 + 08 = 08	02+12+06 = 20	08+04+00 = 12	08+04+02 = 14	10+04+00 = 14	04 + 04+06 = 14	132	

* Exit Option: Award of UG Degree in Major with 120-132 credits or Continue with Major and Minor

[FP = Field Project; CEP = Community Engagement and Service; OJT = On Job Training – Internship/Apprenticeship, RP = Research Project]