

## PROGRAMME STRUCTURE

### First Year –Semester I

Course code	Course Title	Contact Hrs/week	Credit Units
BM1701	Break Through English (Language)	3	3
BM1401	Business Economics-I	3	3
BM1201	Financial Accounting	3	3
BM1705	Psychology	3	3
BM1601	Business Computing	3	3
BM1703	Basic Mathematics	3	3
	Total	18	18

### First Year –Semester II

Course code	Course Title	Contact Hrs/week	Credit Units
BM1704	Breakthrough English(Oral)	3	3
BM1702	Business Statistics – I	3	3
BM1402	Business Economics – II	3	3
BM1202	Cost & Management Accounting	3	3
BM1706	Principles & Practice of Management	3	3
BM1302	Marketing Management-I	3	3
	Total	18	18

### Second Year -Semester III



Course code	Course Title	Contact Hrs/week	Credit Units
BM2701	Functional English	3	3
BM2201	Financial Management-I	3	3
BM2703	Business Statistics-II	3	3
BM2401	Indian Economic Analysis	3	3
BM2301	Marketing Management-II	3	3
BM2101	Organizational Behavior	3	3
	Total	18	18

#### Second Year -Semester IV

Course code	Course Title	Contact Hrs/week	Credit Units
BM2702	Basic Business English	3	3
BM2704	Business Law	3	3
BM2202	Financial Management-II	3	3
BM2602	Introduction to Management Information System	3	3
BM2706	Business Research Methodology	3	3
BM2102	Human Resource Management	3	3
	Total	18	18

#### Third Year -Semester V

Course code	Course Title	Contact Hrs/week	Credit Units
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BM3701	Entrepreneurship	3	3
BM3703	Business Demography and Environmental Studies	3	3
BM3201	Taxation	3	3
BM3801	Production & Operations Management	3	3
BMXXXX	Specialization-I	3	3
BMXXXX	Specialization-II	3	3
	Total	18	18

### Third Year -Semester VI

Course code	Course Title	Contact Hrs/week	Credit Units
BM3702	Business Policy	3	3
BM3602	E-Business Management	3	3
BM3708	Business Ethics	3	3
BM3706	Culture & Sociology	3	3
BMXXXX	Specialization-III	3	3
BMXXXX	Specialization-IV	3	3
	Total	18	18
	Grand Total	108	108

### Specialization Groups & Courses

Specialization is offered in 5<sup>th</sup> & 6<sup>th</sup> semester of 3<sup>rd</sup> year of the program. The students are to choose any one of the following specialization areas. Each specialization area consists of four courses. A student can opt for four courses in any specialization

area. XX indicates the area of specialization (either Marketing or Accounting & Finance or HR or Operation or International Business etc.) chosen by the student.

<b>Marketing Management</b>	BM3301: Consumer Behavior BM3303: Sales and Distribution Management BM3302: Product and Brand Management BM3304: Services Marketing
<b>Accounting and Financial Management</b>	BM3205: Corporate Accounting BM3206: Financial Statement Analysis BM3203: Indian Financial System BM3202: Security Analysis & Portfolio Management
<b>Human Resource Management</b>	BM3101: Performance Management BM3103: Employee Relations BM3102: Leadership in Organization BM3104: Training & Development
<b>Operation Management</b>	BM3604: Supply Chain Management BM3603: ERP Systems BM3606: Data Analysis BM3605: Data Mining
<b>International Business Management</b>	BM3106: International Human Resource Management BM3305: International Marketing BM3208: International Finance BM3606: Data Analysis