

BACHELOR OF MANAGEMENT STUDIES (BMS)

The accelerated speed and emerging scope of entrepreneurial activities has made it extremely crucial for educational institutions to select those students who are leaders & managers, who have mastered the latest concepts and practices and are also self-assured, self-motivated individuals, willing to take on any challenge in life.

Until now, management programmes were imparted to graduate students from any stream like commerce & arts. That is until the Bachelor of Management Studies (BMS) was introduced by the University of Mumbai in 1999. N. G. Acharya & D. K. Marathe College of Arts, Science & Commerce started Bachelor of Management Studies (BMS) in 2001. Realizing the needs of the industry, Our College has adopted its own style of teaching the programme to equip the students with the required skills at early stage of its inception. Currently sanctioned intake for BMS is 120 students.

At N. G. Acharya & D. K. Marathe College of Arts, Science & Commerce, our mission is to develop managers with a sense of passion, leadership, creativity and commitment. The BMS students are encouraged to develop the essential skills of effective communication, motivation and team work.

The students pursue knowledge hand in hand with the extra-curricular with the aim of developing complete individuals with strong personal values. This is done in the following way.

- Integrates industry interaction in the form of guest lectures, summer internships, industrial visits, live projects, seminars, webinars
- Develops communication skills and team work skills through presentations and workshops during the lectures as well as well dedicated placement & career guidance team motivates students to participate in mock interview sessions & group discussions

ELIGIBILITY CRITERIA

10+2 or any equivalent examination from any recognised board or 10+3/4 years diploma from MSBTE or any equivalent examination

(Seat reservation: 25% Arts, 25% Science, 45% Commerce, 5% Diploma/ Technical)

COURSE INFORMATION & SYLLABUS

FIRST YEAR

<u>SEMESTER - I (7 Papers)</u>	<u>SEMESTER - II (7 Papers)</u>
Foundations of Human Skills	Business Environment
Introduction to Financial Accounts	Industrial Law
Business Law	Computer Applications in Business
Business Statistics	Managerial Economics I
Business Communication	Business Mathematics
Principles of Management	Introduction to Cost Accounting
Introduction to Computers	Environmental Management

Detailed Syllabus: <https://admi.mu.ac.in/courses/4.80-BMS-Semester-I-and-II-Syllabus-with-Course-Structure.pdf>

- After Successfully completion of First year you will required to choose either of the specialization from Marketing & Finance as per your area of interest.
- The specialization you choose for the second year will be same for the third year. (You are not allowed to change the specialization once selected)

• **SECOND YEAR**

SEM III	SEM IV
Compulsory Courses: Information technology in Business Management Environment Management Business Planning & Entrepreneurial Management Accounting for Managerial decisions Strategic Management	Compulsory Courses: Information technology in Business Management - II Business Economics - II Business Research Methods Ethics & Governance Production & Total Quality Management
ELECTIVE COURSES: (ANY ONE GROUP)	ELECTIVE COURSES: (ANY ONE GROUP)
Finance: (Any Two) Basics of Financial Services Intro to Cost Accounting Equity & Debt Market Corporate Finance	Finance: (Any Two) Financial Institutions & Markets Auditing Strategic Cost Management Behavioural Finance
Marketing: (Any Two) Consumer Behaviour Product Innovations Management Advertising Social Marketing	Marketing: (Any Two) Integrated Marketing Communication Rural Marketing Event Marketing Tourism Marketing

Detailed Syllabus: <https://admi.mu.ac.in/courses/4.182-Bachelor-of-Management-Studies-BMS-Semester-III-and-IV.pdf>

THIRD YEAR

SEM V	SEM VI
Compulsory Courses: Logistics & Supply Chain Management Corporate Communication & Public Relations	Compulsory Courses: Operation Research Project work
ELECTIVE COURSES: (ANY ONE GROUP)	ELECTIVE COURSES: (ANY ONE GROUP)
Finance: (Any Four) Investment Analysis & Portfolio Management Commodity & Derivatives Market Wealth Management Financial Accounting Risk Management Direct Taxes	Finance: (Any Four) International Finance Innovative Financial Services Project Management Strategic Financial Management Financing Rural Development Indirect Taxes
Marketing: (Any Four) Services Marketing E-Commerce & Digital Marketing Sales & Distribution Management Customer Relationship Management Industrial Marketing Strategic Marketing Management	Marketing: (Any Two) Brand Management Retail Management International Marketing Media Planning & Management Sports Marketing Marketing of Non-profit Organisation

Detailed Syllabus: <https://admi.mu.ac.in/courses/4.7-T.-Y.-BMS.pdf>

TEACHING STAFF

Name of the faculty		Qualification	Year of Experience	Email
Ms. Dhanya Panicker (BMS Co-ordinator)		M. Com, B.Ed., M. Phil, MH-SET	15 Years	dhanyap81@gmail.com
Ms. Uma Raguraman (Placement In-charge)		M. Sc. (Stat), MBA-HR	14 Years	Umaragu23@gmail.com
Ms. Karishma Malhotra		M. Com, MH-SET	10 Years	malhotrahkarishma@gmail.com
Ms. Neelam Patil		M. Com, MH-SET, Pursuing PhD	06 Years	neelampatil9383@gmail.com
Ms. Ashwini Thorat		M. Com, UGC- NET, PGDMM Pursuing PhD	04 Years	ashwinithorat892@gmail.com
Mr. Dhananjay Salgaonkar		M. Com, UGC- NET, DTM, DMkM, DEI, Pursuing MBA	02 Years	profdhananjaysalgaonkar@gmail.com

PLACEMENT ACTIVITIES/ CAREER GUIDANCE

N. G. Acharya & D. K. Marathe College of Arts, Science & Commerce consistently ranked among the best colleges of Chembur, witnessed a year of good placements and internships with diverse companies participating in the placement process.

Our Placement Cell helped students to prepare for suitable careers and created a lot of job opportunities for the final year student. The cell conducted workshops and training programmes on career orientation, to make the students aware of educational and career choices.

Experienced resource persons gave career counselling to students. Soft skill training programmes to facilitate the students in recognizing and nurturing their talents, various soft skill training programmes were arranged on communication skills, personality development, stress management and preparation of Curriculum Vitae. Mock GD and Interview sessions were organized for final year students.

INTERNSHIP PARTNERS: <ul style="list-style-type: none">• Motilal oswal• Kotak insurance• Jaro education• ITM skill academy• Bajaj Finance• Times of India• 3M dimensions• Future General Life Insurance	PLACEMENTS: <ul style="list-style-type: none">• Sutherland Global• ICICI Bank• Axis Bank• HDB Financial services• Motilal Oswal• Connect• Policy boss• IIFL• Atos Syntel
---	---

TRAINING PROGRAMS:

- TechnoServe is a 50 year old international organization whose mission is to enable disadvantaged groups out of Poverty. Every year many students enrolled in this program and get placements.
- Anudip Foundation in collaboration with Bank of America Conducted the Training program for passed out graduates of our college and the students got placed in different companies.
- Even in the pandemic situation, placement cell conducted various workshops to the current final year students through ONLINE, to enhance their employability.
- Placement committee also arranges various workshops like Resume Building, Group Discussion, Personal Interviews, along with guest lectures from industry experts.

ANNUAL EVENT

“Phoenix” is the flagship event of Department of Commerce & Management, aimed at providing a platform where students, faculty as well as sponsors could interact and take back something from it as a team. It consists of sub events like “Best Manager”, “Stalk the Stock”, “Accounting Quiz”, “Presentation Competition” & “Talent Duo” to name few. It gives students platform to showcase their skills & get along with industry experts.