

UNIVERSITY OF MUMBAI

No.UG/ 31 of 2014
Mumbai-400 032
9th September, 2014

To,
The Co-Ordinator
Thane Sub Centre ,
Balkum Runwal Gardan,
Thane Bhiwandi Road,
Balkum Octori Naka,
University of Mumbai,
Thane-400 608

Sir,

I am to invite your attention to the Ordinances, Regulations and syllabus relating to the 5 years integrated BMS-MBA degree program and to inform you that the recommendation made by the Committee constituted by the Hon'ble Vice-Chancellor at its meeting held on 19th May, 2014 has been accepted by the Academic Council at its meeting held on 7th June, 2014 **vide** item No. 4.6 and subsequently approved by the Management Council at its meeting held on 7th July, 2014 **vide** item No.24 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 54 (1) and 55 (1) of the Maharashtra Universities Act, 1994 and the Ordinances 6133 & 6134 and Regulations 8771, 8772 and 8773 and syllabus as per the Credit Based Semester and Grading System for the 5 years integrated BMS-MBA degree program is introduced, which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2014-2015.

Yours faithfully,
Sd/-
Deputy Registrar
Under Graduate Studies

A.C/4.6/07.06.2014
M.C/24/07.07.2014

No. UG/31-A of 2014

MUMBAI-400 032

9th September, 2014

Copy forwarded with Compliments for information to:-

- 1) The Deans, faculties of Arts & Commerce.
- 2) The Director, Board of College and University Development,
- 3) The Co-Ordinator, University Computerization Centre,
- 4) The Controller of Examinations.

Sd/-
Deputy Registrar
Under Graduate Studies

AC 7/06/2014

Item No.4.6

UNIVERSITY OF MUMBAI



Program: BMS/MBA (Five years Integrated Management Program)

(As Per Credit Based Semester and Grading System with effect from the
Academic year 2014–2015)

O 6133 **Title:** B.M.S – M.B.A (5 Years Integrated)

O 6134 **Eligibility Criteria** - A candidate should have obtained a Higher Secondary School/Intermediate (10+2) or its equivalent certificate from a recognized Board with not less than 45% marks in aggregate (40% in case of reserved category candidates) and should be below 20 years of age as on 1st July 2014 (22 years in case of reserved category candidates and Persons with Disability (PWD) candidates).

R 8771 **Intake capacity:** 60 (per division)

R 8772 **Fee Structure:** Rs. 50,000/- per year

R 8773 **Duration:** The duration of the degree is divided in to five years and each year is divided in to two semesters. The degree of BMS will be awarded to all the students who shall pass the first three years of the course.

Note – Standard of passing and Teachers Qualification will be as per University rules and regulations.

Structure of the Five Year Integrated Management Program (BMS MBA)

Year I Semester I	External Marks (Theory)	Internal Assessment Marks/ Workshop	Practical Marks	Total Marks
Title of the Paper (s)				
Business Organization	75	25	-	100
Business Communication Skills	75	25	-	100
Business Mathematics	75	25	-	100
Computer Fundamentals and Applications	75	25	-	100
Micro Economic Foundations	75	25	-	100
Financial Accounting	75	25	-	100
Environment Management	75	25	-	100
Total				700

Year I Semester II	External Marks (Theory)	Internal Assessment Marks/ Workshop	Practical Marks	Total Marks
Title of the Paper (s)				
Macro-Economic Foundations	75	25	-	100
Presentation Skills	75	25	-	100
Principles of Management	75	25	-	100
Business Statistics	75	25	-	100
Economic and Business Legislation	75	25	-	100
Database Management Systems	75	25	-	100
Corporate Accounting	75	25	-	100
Total				700

Year II Semester III	External Marks (Theory)	Internal Assessment Marks/ Workshop	Practical Marks	Total Marks
Title of the Paper (s)				
Business Taxation	75	25	-	100
Business Etiquettes	75	25	-	100
Disaster Management	75	25	-	100
Corporate Leadership	75	25	-	100
Business Environment	75	25	-	100
Cost and Management accounting	75	25	-	100
Advanced Information Technology	75	25	-	100
Total				700

Year II Semester IV	External Marks (Theory)	Internal Assessment Marks/ Workshop	Practical Marks	Total Marks
Title of the Paper (s)				
Indian Financial Systems	75	25	-	100
Indian Business Legends	75	25	-	100
Developing Managerial Skills	75	25	-	100
Fundamentals of International Business	75	25	-	100
Company Law	75	25	-	100
Research Methodology	75	25	-	100
Computer Networks and Web Development	75	25	-	100
Total				700

Year III Semester V	External Marks (Theory)	Internal Assessment Marks/ Workshop	Practical Marks	Total Marks
Title of the Paper (s)				
Financial Management	75	25	-	100
Operations Management	75	25	-	100
Managerial Economics	75	25	-	100
Emotional Intelligence	75	25	-	100
Organizational Behaviour	75	25	-	100
System Analysis and Design	75	25	-	100
Business Process Outsourcing	75	25	-	100
Total				700

Year III Semester VI	External Marks (Theory)	Internal Assessment Marks/ Workshop	Practical Marks	Total Marks
Title of the Paper (s)				
Advance Management Concepts	75	25	-	100
Banking Operations Management	75	25	-	100
Business Ethics - Workshop	75	25	-	100
Marketing Management	75	25	-	100
Human Resource Management	75	25	-	100
Small Business Management	75	25	-	100
Event Management	75	25	-	100
Total				700

Year IV Semester VII	External Marks (Theory)	Internal Assessment Marks/ Workshop	Practical Marks	Total Marks
Title of the Paper(s)				
International Business Operations	75	25		100
Operations Research	75	25		100
Cross Cultural Management	75	25		100
Management Information System	75	25		100
Knowledge Management	75	25		100
Facilities Management	75	25		100
Specialization-1	75	25		100
Specialization-2	75	25		100
TOTAL				800

Year IV Semester VIII	External Marks (Theory)	Internal Assessment Marks/ Workshop	Practical Marks	Total Marks
Title of the Paper(s)				
Strategic Management	75	25		100
Supply Chain Management	75	25		100
E- Business	75	25	50	100
Business Research Methods	75	25		100
Specialization-1	75	25		100
Specialization-1	75	25		100
Specialization-2	75	25		100
Specialization-2	75	25		100
TOTAL				800

Year V Semester IX	External Marks (Theory)	Internal Assessment Marks/ Workshop	Practical Marks	Total Marks
Title of the Paper(s)				
Corporate Governance	75	25	-	100
Entrepreneurship	75	25	-	100
Business Negotiation Skills	75	25	-	100
Summer Training Report	75	25	-	100
Specialization - 1	75	25	-	100
Specialization - 1	75	25	-	100
Specialization - 2	75	25	-	100
Specialization - 2	75	25	-	100
Total				800

Year V Semester X	External Marks (Theory)	Internal Assessment Marks/ Workshop	Practical Marks	Total Marks
Title of the Paper(s)				
Crisis Management	75	25	-	100
Business Process Reengineering	75	25	-	100
Project Report	75	25	-	100
Comprehensive Viva Voce	75	25	-	100
Specialization - 1	75	25	-	100
Specialization - 1	75	25	-	100
Specialization - 2	75	25	-	100
Specialization - 2	75	25	-	100
Total				800

SPECIALIZATION**HUMAN RESOURCE MANAGEMENT**

SEMESTER	Title of the Paper(s)	External Marks (Theory)	Internal Assessment Marks/ Workshop	Practical Marks	Total Marks
VII	Training and Development	75	25	-	
VIII	Performance Management	75	25	-	100
VIII	Compensation Management	75	25	-	100
IX	Industrial Relations	75	25	-	100
IX	Strategic HRM	75	25	-	100
X	Talent Management	75	25	-	100
X	Organisation Development	75	25	-	100

SPECIALIZATION**FINANCE**

SEMESTER	Title of the Paper(s)	External Marks (Theory)	Internal Assessment Marks/ Workshop	Practical Marks	Total Marks
VII	Management of Financial Services and Institutions	75	25	-	
VIII	Project Management and Infrastructure Finance	75	25	-	100
VIII	Strategic Cost Management and Control	75	25	-	100
IX	Taxation Laws and Planning	75	25	-	100
IX	Management of Insurance Operations	75	25	-	100
X	Security Analysis and Portfolio Management	75	25	-	100
X	Financial Derivatives	75	25	-	100

SPECIALIZATION**INFORMATION TECHNOLOGY**

SEMESTER	Title of the Paper(s)	External Marks (Theory)	Internal Assessment Marks/ Workshop	Practical Marks	Total Marks
VII	Enterprise Resource Planning	75	25	-	
VIII	Object Oriented Analysis & Design	50	-	50	100
VIII	Programming in Oracle	50	-	50	100
IX	Multimedia & Web Engineering	80	20	-	100
IX	Software Engineering	80	20	-	100
X	Programming in Visual Basic	50	-	50	100
X	Strategic Management of IT	50	20	-	100

SPECIALIZATION**INTERNATIONAL BUSINESS**

SEMESTER	Title of the Paper(s)	External Marks (Theory)	Internal Assessment Marks/ Workshop	Practical Marks	Total Marks
VII	Multinational Strategic Management	75	25	-	
VIII	Foreign Exchange Management	75	25	-	100
VIII	Export Management	75	25	-	100
IX	Multinational Financial Management	75	25	-	100
IX	International Banking Management	75	25	-	100
X	International Logistics	75	25	-	100
X	International Investment	75	25	-	100

SPECIALIZATION**MARKETING MANAGEMENT**

SEMESTER	Title of the Paper(s)	External Marks (Theory)	Internal Assessment Marks/ Workshop	Practical Marks	Total Marks
VII	Strategic Brand Management	75	25	-	
VIII	Integrated Marketing Communication	75	25	-	100
VIII	Customer Relationship Management	75	25	-	100
IX	Consumer Behaviour Analysis	75	25	-	100
IX	Retail Management	75	25	-	100
X	E Marketing	75	25	-	100
X	Sales And Distribution Management	75	25	-	100