

Bachelor of Mangement Studies
Second Year BMS SYLLABUS 2021-2022

SEMESTER - III		Module Category
Uni. Code	Core/ Compulsory	Specialization
UBMSFSIII.1P	Information Technology in Business Management - I	COMP.
UBMSFSIII.2P	Business Planning & Entrepreneurial Management	COMP.
UBMSFSIII.3P	Accounting for Managerial Decisions	COMP.
UBMSFSIII.4P	Strategic Management	COMP.
UBMSFSIII.5P	Foundation Course (Environmental Management) - III	COMP.
Select any one of the below electives		
UBMSFSIII10P	Recruitment & Selection	Elective - Human Resource
UBMSFSIII13P	Motivation and Leadership	
OR		
UBMSFSIII.6P	Corporate Finance	Elective - Finance
UBMSFSIII.8Q	Introduction to Cost Accounting	
OR		
UBMSFSIII.8P	Consumer Behaviour	Elective - Marketing
UBMSFSIII.9P	Advertising	

SEMESTER - IV		Module Category
Uni. Code	Core/ Compulsory	Specialization
UBMSFSIV.1P	Information Technology in Business Management-II	COMP.
UBMSFSIV.2P	Business Economics-II	COMP.
UBMSFSIV.3P	Business Research Methods	COMP.
UBMSFSIV.4P	Production & Total Quality Management	COMP.
UBMSFSIV.5P	Foundation Course(Ethics & Governance)-IV	COMP.
Select any one of the below electives		
UBMSFSIV.10U	Change Management	Elective - Human Resource
UBMSFSIV.9U	Training and Development in HRM	
OR		
UBMSFSIV.11P	Integrated Marketing Communication	Elective - Marketing
UBMSFSIV.8U	Rural Marketing	
OR		
UBMSFSIV.6P	Financial Institutions & Markets	Elective - Finance
UBMSFSIV.7P	Strategic Cost Management	

Third Year BMS SYLLABUS 2021-2022

SEMESTER - V		Module Category
Uni. Code	Core/ Compulsory	Specialization
UBMSFSV.1U	LOGISTICS & SUPPLY CHAIN MANAGEMENT	COMP
UBMSFSV.2Q	Corporate Communication & Public Relations	
Select any one of the below electives		
UBMSFSV.12U	FINANCE FOR HR PROFESSIONALS & COMPENSATION MANAGEMENT	Elective - Human Resource
UBMSFSV.13U	STRATEGIC HUMAN RESOURCE MANAGEMENT & HR POLICIES	
UBMSFSV.14Q	Stress Management	
UBMSFSV.15U	INDUSTRIAL RELATIONS	
OR		
UBMSFSV.10U	SALES & DISTRIBUTION MANAGEMENT	Elective - Marketing
UBMSFSV.11U	CUSTOMER RELATIONSHIP MANAGEMENT	
UBMSFSV.8U	SERVICES MARKETING	
UBMSFSV.9U	E-COMMERCE & DIGITAL MARKETING	
OR		
UBMSFSV.4U	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	Elective - Finance
UBMSFSV.6U	WEALTH MANAGEMENT	
UBMSFSV.7Q	Direct Tax	
UBMSFSV.8Q	Risk Management	

SEMESTER - VI		Module Category
Uni. Code	Core/ Compulsory	Specialization
UBMSFSVI.1U	Operation Research	COMP
Select any one of the below electives		
UBMSFSVI.12U	HRM In Global Perspective	Elective - Human Resource
UBMSFSVI.14U	HRM In Service Sector Management	
UBMSFSVI.2U	Indian Ethos In Mgmt.	
UBMSFSVI.13U	Organizational Development	
OR		
UBMSFSVI.8U	Brand Management	Elective - Marketing
UBMSFSVI.10U	International Marketing	
UBMSFSVI.11U	Media Planning & Management	
UBMSFSVI.9U	Retail Management	
OR		
UBMSFSVI.17U	Indirect Taxes	Elective - Finance
UBMSFSVI.5U	International Finance	
UBMSFSVI.7U	Project Management	
UBMSFSVI.18U	Strategic Financial Management	

**Bachelor of Arts in Multimedia and Mass
Communication (BAMMC)**

Second Year BAMMC SYLLABUS 2021-2022

SEMESTER - III		Module Category
Uni. Code	Core/ Compulsory	
BAMMC CCPR-302	Corporate Communication & Public Relations	COMP
BAMMC MS-303	Media Studies	COMP
BAMMC IP-304	Introduction to Photography	COMP
BAMMC FCO-305	Film Communication-I	COMP
BAMMC CMM-306	Computers and Multimedia-I	COMP
	Electives Offered (Any one)	
BAMMC EM-3011	Electronic Media-I	ELEC
BAMMC MGV-3014	Motion Graphics& Visual Effects -I	ELEC

SEMESTER - IV		Module Category
Uni. Code	Core/ Compulsory	
BAMMCWEM 402	Writing & Editing for Media	COMP
BAMMCMLE 403	Media Law & Ethics	COMP
BAMMCMMR 404	Mass Media Research	COMP
BAMMCFCO 405	Film Communication-II	COMP
BAMMCCMM 406	Computers and Multimedia-II	COMP
	Electives Offered (Any one)	
BAMMC EM-4011	Electronic Media-II	ELEC
BAMMC MGV-4014	Motion Graphics& Visual Effects -II	ELEC

Third Year BAMMC SYLLABUS 2021-2022

Specialization - JOURNALISM- SEM V		Module Category
Uni. Code	Core/ Compulsory	
BAMMC DRG-501	Reporting	COMP
BAMMC DRG-502	Investigative Journalism	COMP
	Electives Offered	
BAMMC EJFW 1B501	Features & Writing for social Justice	ELEC
BAMMC EJGM 1B503	Global Media & Conflict Resolution	ELEC
BAMMC EJMJ 1B505	Mobile Journalism & New Media	ELEC
BAMMC EJJP 1B507	Journalism & Public Opinion	ELEC

Specialization - JOURNALISM- SEM VI		Module Category
Uni. Code	Core/ Compulsory	
BAMMC DRG-601	Digital Media	COMP
BAMMC DRG-602	Newspaper & Magazine Design	COMP
	Electives Offered	
BAMMC EJCI 2B601	Contemporary Issues	ELEC
BAMMC EJLJ2B602	Lifestyle Journalism	ELEC
BAMMC EJSJ 2B605	Sports Journalism	ELEC
BAMMC EJ TJ 2B608	Television Journalism	ELEC

Specialization - ADVERTISING- SEM V		Module Category
Uni. Code	Core/ Compulsory	
BAMMC DRGA-501	Copywriting	COMP
BAMMC DRGA-502	Advertising & Marketing Research	COMP
	Electives Offered	
BAMMC EAGI 1501	Globalization & International Advertising	ELEC
BAMMC EABB 1502	Brand Building	ELEC
BAMMC EAAM 1503	Agency Management	ELEC
BAMMC EACB 1507	Consumer Behaviour	ELEC

Specialization - ADVERTISING- SEM VI		Module Category
Uni. Code	Core/ Compulsory	
BAMMC DRGA-601	Digital Media	COMP
BAMMC DRGA-602	Advertising Design	COMP
	Electives Offered	
BAMMC EAAC 2601	Advertising In Contemporary Society	ELEC
BAMMC EAMP 2603	Media Planning & Buying	ELEC
BAMMC EAAS 2604	Advertising & Sales Promotion	ELEC
BAMMC EAEM 2607	Entertainment & Media Marketing	ELEC

Bachelor of Science (Information Technology)

Third Year B.Sc.(I.T.) SYLLABUS 2021-2022

SEMESTER - VI		Module Category
Uni. Code	Core/ Compulsory	
USIT601 U	Software Quality Assurance	COMP
USIT602 U	Security in Computing	COMP
USIT603 U	Business Intelligence	COMP
USIT604 U	Principles of Geographic Information Systems	ELEC.
USIT605 U	Enterprise Networking	ELEC.
USIT606 U	IT Service Management	ELEC.
USIT607 U	Cyber Laws	ELEC.
USIT6P2 U	Security in Computing Practical	COMP
USIT6P3 U	Business Intelligence Practical	COMP
USIT6P4 U	Principles of Geographic Information Systems Practical	ELEC.
USIT6P5 U	Enterprise Networking Practical	ELEC.
USIT6P6 U	Advanced Mobile Programming	COMP
Note : Select any one of the above electives		

Third Year B.Sc.(I.T.) SYLLABUS 2021-2022

SEMESTER - V		Module Category
Uni. Code	Core/ Compulsory	
USIT501 U	Software Project Management	COMP
USIT502 U	Internet of Things	COMP
USIT503 U	Advanced Web Programming	COMP
USIT504 U	Artificial Intelligence	ELEC
USIT506 U	Enterprise Java	ELEC
USIT5P1	Project Dissertation	
USIT5P2	Internet of Things Practical	COMP
USIT5P3	Advanced Web Programming Practical	COMP
USIT5P4	Artificial Intelligence Practical	ELEC
USIT5P6	Enterprise Java Practical	ELEC
Note : Select any one of the above electives		