**Structure of Bachelor of Management Studies in International Business**

The BMS International Business gives students a strong foundation in business knowledge and skills in the first year, before focusing on the global marketplace in years two and three.

Understanding the concept and principles of management, and how to apply them to business scenarios and is one of the key courses in this programme, offering students operational and cultural perspectives on the corporate world.

The BMS International Business will give a comprehensive understanding of core business modules related to Management Concepts and Principles, Managerial Economics, Quantitative Techniquens, Organizational Behaviour, Macro Economics, Accounting, and International Business in year one. This will be complemented by skills-based tests, assignments, and group activities.

In the second year, students will acquire a keen understanding of global business by studying the core subjects such as Marketing, Finance, Human Relations, Branding, EXIM, and Services Management. Students gain insights into internal and external business environments. They will deepen their knowledge on internal company processes. Communication will be thoroughly addressed, as it remains a major challenge in business entities.

In the third year of the course, students continue their business management studies with a strong focus on subjects covering essential skills such as Strategy, Business Law, Salesmanship, Media, Ethics, Negotiation, Team Work and Cross Cultural Leadership, Branding, International Marketing, and Consumer Psychology to enhance their expertise. This phase provides an opportunity to broaden the students’ expertise in regard to leadership and strategic thinking.

## Teaching and Learning Strategies

The teaching and learning pattern allows students to progress at a pace suited to their individual needs and to work on their own initiative in areas of interest. It aims to:

* + Introduce students to the techniques of researching, organising and presenting their work,
  + Stimulate logical thinking and critical analysis,
  + Develop a sense of responsibility for attaining the set objectives

The content of the course is founded on a sound theoretical basis and includes experience-based and hands-on forms of learning such as case studies, project work and assignments. An expert tutor team offers its support on both individual and a group basis.

**Vision and Mission of the Department Offering the Programme:**

**Vision:**

To be the centre of Commerce and Management Education

**Mission:**

Moulding empowered, committed and socially responsible women leaders.

**Detailed Distribution of Courses for**

Bachelor of Management Studies (BMS - IB)

Duration of the Course: 03 Years Full-time (06 semesters)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester** | **Course Code** | **Title of the Course** |  | Credits |  | Total | |
| **No.of hrs/week** |  | **Total Hrs/Sem** | **SA** | **FA** |
| 1 | CO1C01TB | Accounting –I | 4 | 3 | 72 | 20 | 80 |
| CO1C02TB | Management Concepts and Practices | 4 | 3 | 72 | 20 | 80 |
| CO1B01TB | Managerial Economics | 4 | 3 | 72 | 20 | 80 |
| CO1B02TB | Quantitative Techniques for Management | 5 | 3 | 90 | 20 | 80 |
| **2** | CO2C03TB | Accounting-II | 4 | 3 | 72 | 20 | 80 |
|  | CO2C04TB | Organizational Behaviour | 4 | 3 | 72 | 20 | 80 |
|  | CO2B03TB | Applied Macro Economics | 4 | 3 | 72 | 20 | 80 |
|  | CO2B04TB | International Business Environment | 5 | 3 | 90 | 20 | 80 |
| **3** | CO3C05TB | Marketing Management | 4 | 4 | 72 | 20 | 80 |
|  | CO3C06TB | Business Information System | 4 | 4 | 72 | 20 | 80 |
|  | CO3C07TB | Financial Management | 4 | 3 | 72 | 20 | 80 |
|  | CO3C08TB | Human Resource Management | 4 | 3 | 72 | 20 | 80 |
|  | CO3B05TB | Branding, Innovation and Creativity | 4 | 3 | 72 | 20 | 80 |
|  | CO3B06TB | Fundamentals of Foreign Trade | 5 | 3 | 90 | 20 | 80 |
| **4** | C04B07TB | Business Research Methods | 4 | 3 | 72 | 20 | 80 |
|  | C04B08TB | Fundamentals of Business Taxation | 4 | 3 | 72 | 20 | 80 |
|  | CO4C09TB | Corporate Communication | 4 | 3 | 72 | 20 | 80 |
|  | CO4B09TB | Services Management | 4 | 3 | 72 | 20 | 80 |
|  | CO4B10TB | Introduction to Business and Brands | 4 | 4 | 72 | 20 | 80 |
|  | C04B11TB | EXIM Procedures and Documentation | 5 | 3 | 90 | 20 | 80 |
| **5** | CO5C10TB | Fundamentals of Strategy | 3 | 3 | 54 | 20 | 80 |
| CO5B12TB | Business Law | 3 | 3 | 54 | 20 | 80 |
| CO5B13TB | Enterprise Resource Planning | 4 | 3 | 72 | 20 | 80 |
| CO5C11TB | Persuasion and Salesmanship | 3 | 3 | 54 | 20 | 80 |
| CO5B14TB | Experiential Branding | 4 | 3 | 72 | 20 | 80 |
| CO5C12TB | Mass Media | 4 | 4 | 72 | 20 | 80 |
| C05C13TB | Creative Communication | 4 | 4 | 72 | 20 | 80 |
| **6** | CO6B15TB | Business Ethics and Values | 4 | 3 | 72 | 20 | 80 |
| CO6C14TB | Business Negotiation | 3 | 3 | 54 | 20 | 80 |
| CO6B16TB | Team Work and Cross Cultural Leadership | 3 | 3 | 54 | 20 | 80 |
| CO6B17TB | Digital Branding | 3 | 3 | 54 | 20 | 80 |
| CO6B18TB | International Marketing | 4 | 3 | 72 | 20 | 80 |
| CO6B19TB | Consumer Psychology | 4 | 3 | 72 | 20 | 80 |
| CO6B01PB | Project Work | 4 | 4 | 72 | 20 | 80 |

**Project**

All students have to start the project at the end of the ***5th Semester*** which will be completed in the ***6th Semester.*** There will be one teacher in-charge of the entire class. One teaching hour will be allotted to that teacher to familiarize the students with research methodology and project writing. One teacher in the department will supervise a group of five or six students in the project work. Students should identify their topics in consultation with the supervising teacher. Each department has the freedom to select the area of the project. Credit must be given to original contributions, so students should take care not to copy from other projects. The project report must be limited to 140 pages. There must be a bibliography at the end and prescribed methodology of research must be followed while writing the project report. The project report is to be spiral bound only. The last date published for submitting the projects is to be adhered to.

**Distribution of Courses and Credits**

The Bachelor of Management Studies in International Business includes (a) Common Courses, (b) Core Courses and (c) Complementary Courses. No course shall carry more than 5 credits.

Courses

There are 6 courses in 1st to 4th Semesters and 7 courses in 5th and 6th Semesters. 37 Courses in Six Semesters and additionally a Project is also must be completed by the end of the 6th Semester. The Programme contains 20 Core Disciplinary Courses including Project, 14 Complementary Courses and 4 Common Courses.

**Scheme of Courses**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **Course Work - Subject Area** | **No.of courses** | **Credits** |
| 1 | Common Courses | 4 | 12 |
| 3 | Discipline Core | 19 | 58 |
| 2 | Complementary Courses | 14 | 46 |
| 4 | Project | 1 | 4 |
| Total | |  | 120 |

**Course Code**

Every coursein the programme is coded according to the following criteria. The first two characters of the code indicates COMMERCE (C0) and the third numeric character indicates the Semester, Fourth Character indicates the type of Course (A for Common Course, B for Core/Elective, C for Complementary, D for Open Course), the fifth numeric digits indicate the Course number, the sixth characters indicate type of course T for Theory and P for Practical, and the Seventh character B for UG, M for PG.

Scheme of the Core Courses

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title fo the Course** | **No.of Contact Hrs./Week** | **Credit** | **Semester** | **Total No. of Hrs.** |
| CO1B01TB | Managerial Economics | 4 | 3 | 1 | 72 |
| CO1B02TB | Quantitative Techniques for Management | 5 | 3 | 1 | 90 |
| CO2B03TB | Applied Macro Economics | 4 | 3 | 2 | 72 |
| CO2B04TB | International Business Environment | 5 | 3 | 2 | 90 |
| CO3B05TB | Branding, Innovation and Creativity | 4 | 3 | 3 | 72 |
| CO3B06TB | Fundamentals of Foreign Trade | 5 | 3 | 3 | 90 |
| C04B07TB | Business Research Methods | 4 | 3 | 4 | 72 |
| C04B08TB | Fundamentals of Business Taxation | 4 | 3 | 4 | 72 |
| CO4B09TB | Services Management | 4 | 3 | 4 | 72 |
| CO4B10TB | Introduction to Business and Brands | 4 | 4 | 4 | 72 |
| C04B11TB | EXIM Procedures and Documentation | 5 | 3 | 4 | 90 |
| CO5B12TB | Business Law | 3 | 3 | 5 | 54 |
| CO5B13TB | Enterprise Resource Planning | 4 | 3 | 5 | 72 |
| CO5B14TB | Experiential Branding | 4 | 3 | 5 | 72 |
| CO6B15TB | Business Ethics and Values | 4 | 3 | 6 | 72 |
| CO6B16TB | Team Work and Cross Cultural Leadership | 3 | 3 | 6 | 54 |
| CO6B17TB | Digital Branding | 3 | 3 | 6 | 54 |
| CO6B18TB | International Marketing | 4 | 3 | 6 | 72 |
| CO6B19TB | Consumer Psychology | 4 | 3 | 6 | 72 |
| CO6B01PB | Project Work | 4 | 4 | 6 | 72 |

**Scheme of the Complementary Courses**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Course Code | Title fo the Course | No.of Contact Hrs./Week | Credit | Semester | Total No. of Hrs. |
| CO1C01TB | Accounting –I | 4 | 3 | 1 | 72 |
| CO1C02TB | Management Concepts and Practices | 4 | 3 | 1 | 72 |
| CO2C03TB | Accounting-II | 4 | 3 | 2 | 72 |
| CO2C04TB | Organizational Behaviour | 4 | 3 | 2 | 72 |
| CO3C05TB | Marketing Management | 4 | 4 | 3 | 72 |
| CO3C06TB | Business Information System | 4 | 4 | 3 | 72 |
| CO3C07TB | Financial Management | 4 | 3 | 3 | 72 |
| CO3C08TB | Human Resource Management | 4 | 3 | 3 | 72 |
| CO4C09TB | Corporate Communication | 4 | 3 | 4 | 72 |
| CO5C10TB | Fundamentals of Strategy | 3 | 3 | 5 | 54 |
| CO5C11TB | Persuasion and Salesmanship | 3 | 3 | 5 | 54 |
| CO5C12TB | Mass Media | 4 | 4 | 5 | 72 |
| C05C13TB | Creative Communication | 4 | 4 | 5 | 72 |
| CO6C14TB | Business Negotiation | 3 | 3 | 6 | 54 |