

Seva Sadan College of Arts, Science & Commerce

Affiliated to the University of Mumbai

Programme: BMS Semester III & IV (AICTE Approved)

Academic Year 2026-27

Semester - III				Semester - IV	
Vertical		Course Name	Credits	Course Name	Credits
Vertical 1	Major	Business Economics	4	Production and Total Quality Management	4
				Introduction to Research Methodology	2
	Major (Human Resources)	(1) Introduction to HRM (2) Recruitment & Selection	4	Human Resource Planning	4
	OR				
	Major (Marketing)	(1) Introduction to Marketing (2) Sales and Distribution Management	4	Rural Marketing	4
	OR				
	Major (Finance)	(1) Introduction to Finance (2) Basics of Financial	4	Strategic Financial Management	4
Vertical 2	Minor	Public Finance (OR) E-Commerce I: Digital Banking and Insurance Services	4	Indian Economy (OR) E-Commerce II: Marketing and CRM in Banking and	4
Vertical 3	Open Elective	Web Designing with Word Press [OR] Introduction to Basic Statistics-I	2	Digital Marketing [OR] Introduction to Basic Statistics-II	2
Vertical 4	VSC (Vocational Skill Course)	(HR) OB and HRM [OR] (F) Equity and Debt Markets [OR] (M) Consumer behaviour	2	**	
	SEC	**		(HR) Performance Management and Career Planning [OR] (M) Tourism Marketing [OR] (F) Risk Management	2
Vertical 5	AEC	हिंदी भाषा व्यवहारिक प्रयोग	2	Business Communication Skills II	2
Vertical 6	FP	(FP) Field Project	2	**	
	CEP	**		(CEP) Continuing Education Program	2
	NSS / EW	NSS-III / Extension Work-IV	2	NSS-III / Extension Work-IV	2
Total Credits			22		22