

**BACHELOR OF BUSINESS MANAGEMENT (BMS) : (Unaided)**

This course was started in our college in the Academic Year 1999. The objectives of the course are as follows:-

- To foster a supportive and stimulating learning environment for undergraduate business students.
- To contribute to the enhancement and advancement of knowledge and practice of management in the industry and in the overall economy.
- To emphasize teamwork and the development of synergy.
- To equip the students with the soft skills required to learn, adapt & grow in today's dynamic corporate scenario.
- To help unleash the potential of each & every student in various walks of life. Intake capacity : 120 students The stream wise weightage to be given is as under :

**BACHELOR OF MASS MANAGEMENT (BMM) : (Unaided)**

This Course was introduced in our college from the academic year 2007-2008. The objective of the course is to provide students with a firm grounding in mass media and communication skills. It aims to develop ability for critical thinking and creativity and to give the students an opportunity to combine the theoretical curriculum with practical application, through detailed research, lucid writing skills, oral presentation skills and a mastery of various mass communications media in our global information age.

Like the BMS course, this is also a three year course with six semesters. The areas of specialization in third year: Advertising and Journalism. During the second year, the student receives on the job training through internship. Besides this Groups Discussions and Field Visits will be conducted the course of 3 years.

Intake capacity: 60 students

**Banking and Insurance (BBI) : (Unaided)**

BBI is a decade long popular course established in 2004-05 aiming at all round grooming of students, with Curricular, Co-Curricular & Extra-curricular activities. Department is based on following Broad Objectives.

• To prepare students to exploit opportunities, being newly created, in the field of banking and insurance due to globalization, privatization and liberalization.

• To provide adequate exposure to operational environment in the field of banking, insurance and other related financial services.

• To inculcate training and practical approach among the students by using modern technologies in the field of banking, insurance etc

• In the changing world scenario where finance, especially banking and insurance, play a key role, the need to

tune our educational system to cater to the paced changes is very much felt.

PROSPECTUS : 2019 - 20

Intake capacity: 60 students

**BACHELOR IN FINANCIAL MANAGEMENT (BFM) : (Unaided)**

The course was introduced in our college from the academic year 2010-2011 The Objectives of the course are as follows:

• To create an additional avenue of self employment to the student and to provide suitable trained person for the

Financial Services Sector. • To prepare graduates to compete with the degree holders of Private & Foreign Universities. • To spread awareness about the practical aspect of the theoretical concepts •

To establish strong co-ordination between the service sector & the Institutions of Higher Education

PROSPECTUS : 2019 - 20

Intake capacity : 60 students

### **3. MASTER IN COMMERCE (Accountancy) :**

Eligibility :

Bachelor of Commerce (three years / Six Semester integrated course) or the B.Com (Old Course) or the other Semester based Programmes i.e. Bachelor of Commerce (Banking & Insurance) or Bachelor of Commerce (Accounting & Finance) or Bachelor of Commerce (Financial Markets) or Bachelor of Management Studies (B.M.S.) of this University, or an examination of any other University recognized as equivalent thereto.