

# **ADMISSION BROCHURE**

**(2014-15)**

**for**

**BACHELOR WITH HONOURS**

**IN**

**MANAGEMENT STUDIES**

**(BMS)**

**FOUR YEAR UNDER GRADUATE PROGRAMME**



**FACULTY OF MANAGEMENT STUDIES (FMS)**

**UNIVERSITY OF DELHI**

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**FACULTY OF MANAGEMENT STUDIES (FMS)**

**UNIVERSITY OF DELHI**

## **ADMISSION NOTICE**

**Bachelor with Honours in Management Studies (BMS) 2014**

**(Four Year Under Graduate Programme)**

**Common Entrance Test 2014**

**Date: 26<sup>th</sup> June, 2014 (Thursday)**

**Time: 3:00 PM to 5:00 PM**

Bachelor with Honours in Management Studies (BMS) for the academic session 2014-15 is being offered in the following colleges of University of Delhi:

<u>Name of College</u>	<u>No. of Seats*</u>	<u>Website</u>
1. Bhim Rao Ambedkar College	60	<a href="http://www.brambedkarcollege.org">www.brambedkarcollege.org</a>
2. College of Vocational Studies	300	<a href="http://www.cvsdu.com">www.cvsdu.com</a>
3. Deen Dayal Upadhyaya College	60	<a href="http://dducollege.du.ac.in">http://dducollege.du.ac.in</a>
4. Keshav Mahavidyalaya	60	<a href="http://keshav.du.ac.in">http://keshav.du.ac.in</a>
5. Maharaja Agrasen College	60	<a href="http://mac.du.ac.in">http://mac.du.ac.in</a>
6. Shaheed Sukhdev College of	300	<a href="http://www.sscbsdu.ac.in">http://www.sscbsdu.ac.in</a>

Business Studies

**\*RESERVATION AS PER UNIVERSITY OF DELHI RULES**

For Online application and detailed information about admission procedures and eligibility conditions visit the following websites:

[www.fms.edu](http://www.fms.edu)

[www.du.ac.in](http://www.du.ac.in)

**Entrance test shall be held in Delhi only.**

-----Application Fee-----

Rs. 500/- for General, OBC and CW candidates

Rs. 250/- for SC/ST/PWD candidates.

**Online Application begins**

**From 7<sup>th</sup> June - 18<sup>th</sup> June, 2014**

DEAN

Faculty of Management Studies

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EPABX No. : 0091-11-27666382-84 Extn. 104/05  
: 0091-11-27667877 (Dean's Office)  
FAX No. : 0091-11-27667183



**FACULTY OF MANAGEMENT STUDIES  
UNIVERSITY OF DELHI  
DELHI- 110007**

**SCHEDULE OF THE ADMISSION PROCESS FOR BACHELOR WITH HONOURS IN MANAGEMENT STUDIES  
(BMS) 2014-2015**

From	To	From	To	Activity
Date		Day		
07 June, 2014	18 June, 2014	Saturday	Wednesday	Online Application
20 June, 2014	22 June, 2014	Friday	Sunday	Online Admit cards through e-mails
<b>26 June, 2014</b>		<b>Thursday (3.00P.M. to 5.00PM.)</b>		<b>Entrance test (Exam Centers in Delhi Only)</b>
04 July, 2014		Friday (5.00 P.M.)		Result Declaration/ display of the final list of the candidates selected for first counseling.
06 July, 2014		Sunday (10:00 A.M. Onwards)		First counseling *
07 July, 2014	08 July, 2014	Monday	Tuesday	Admission at respective colleges**
		(10:00 A.M. to 1:00 P.M.)		
08 July, 2014		Tuesday (5.00 P.M.)		Display of Status of Vacant seats, if any
10 July, 2014		Thursday (10:00 A.M. Onwards)		Second counseling (if required)*
11 July, 2014	12 July, 2014	Friday	Saturday	Admission at respective colleges**
12 July, 2014		Saturday (5.00P.M.)		Display of Status of Vacant Seats, if any
13 July, 2014		Sunday (10:00 A.M. Onwards)		Third Counseling (if required)*
14 July, 2014	15 July, 2014	Monday (10.00 A.M. to 1.00 P.M.)	Tuesday (10.00 A.M. to 1.00 P.M.)	Admission at respective colleges**
15 July, 2014		Tuesday (5.00 P.M.)		Display of Status of Vacant seats, if any
17 July, 2014		Thursday (10: 00 A.M.)		Fourth Counseling ( if required )
18 July, 2014	19 July, 2014	Friday (10:00 A.M. to 1:00 P.M.)	Saturday (10:00 A.M. to 1:00 P.M.)	Admission at respective colleges
21 July, 2 014		Monday		Commencement of course

\* Venue for counseling for BMS admissions: Conference Centre, North Campus, University of Delhi. (Opposite Botany Department)

\*\* Verification and submission of relevant original documents and payment of fees.

DEAN, FMS

**ADMISSION PROCEDURE**  
**for**  
**Bachelor with Honours in Management Studies (BMS) 2014**  
**(Four Year Under Graduate Programme)**

- I. BMS Course is presently being offered under Faculty of Management Studies, University of Delhi in six colleges of University of Delhi as per the sanctioned number of seats given below:

S. No.	College	Gen	OBC	SC	ST	Total Seats
1	B. R. Ambedkar College	30	16	9	5	60
2	College of Vocational Studies	151	81	45	23	300
3	Deen Dayal Upadhyaya College	30	16	9	5	60
4	Keshav Mahavidyalaya	30	16	9	5	60
5	Maharaja Agrasen College	30	16	9	5	60
6	Shaheed Sukhdev College of Business Studies	151	81	45	23	300

Seats for Foreign nationals, PwD and CW category are super numerary (over and above the total seats available in each college) and are 5%, 3% and 5% respectively.

- II. **Application Fee for different Categories:**

General/OBC/CW	SC /ST/PwD
Rs. 500/-	Rs. 250/-

III. **ELIGIBILITY CONDITIONS**

1. Qualifying examinations for the purpose of admission to the first year of undergraduate BMS course offered by the University shall be Senior Secondary School Certificate Examination (Class XII) of the Central Board of Secondary Education or an examination recognized as an equivalent thereto.

2. **Eligibility Criterion:** The minimum eligibility will be based on the aggregate marks scored in five subjects in the qualifying examination. The minimum eligibility for different categories are as follows:

General Category: 60%

Other Backward Class (OBC Category): OBC category candidates shall be given a relaxation in the minimum eligibility in the qualifying examination to the extent of 10% of the minimum eligibility marks prescribed for the General Category candidates - 54%.

Scheduled Caste (SC Category)/Scheduled Tribe (ST Category): Passed in Qualifying Examination (Senior Secondary School Examination of CBSE or any other examination).

Person with Disability (PwD)/CW: The candidate shall be given a relaxation in the minimum eligibility in the qualifying examinations to the extent of 5%.

#### IV. Reservations:

1. OBC: 27% seats will be reserved for the candidates belonging to OBC. Only the OBCs listed in the Central List of OBCs issued by G.O.I. ([www.ncbc.nic.in](http://www.ncbc.nic.in)) shall be considered for admission under the OBC category. The OBC certificate should mention that the candidate belongs to "Non Creamy layer" in order to be considered under the OBC category.
2. SC/ST: 22.5 % of the total numbers of seats are reserved for candidates belonging to SC/ST (15 % of SC and 7.5 % for ST, interchangeable, if necessary).
3. PwD: Three percent (3%) seats are reserved for Person with Disability (PwD) with not less than 40% disabilities. The reservation of 3% will be further allocated in sub-categories (i.e., Orthopedically Handicapped, Visually Handicapped and Hearing Impaired) as per DU rules.
4. CW: Five percent (5%) seats are reserved for Children/Widows of the eligible Armed Forces Personnel (CW Category) including Para-Military Personnel. Such candidates will be required to get their names registered at Room No. 218, II Floor, New Administrative Block, North Campus, University of Delhi (between June 2 to June 16, 2014 from 10 A.M to 1:00 P.M excluding Sundays). As per the guidelines approved by the Academic Council, admission of candidates belonging to CW categories have to be made in the following order of priority:

CW1. Widows/Wards of Defence personnel killed in action;

CW2. Wards of serving personnel and ex-servicemen disabled in action;

CW3. Widows/Wards of Defence personnel who died in peace time with disability attributable to the military service;

CW4. Wards of Defence personnel disabled in peace time with disability attributable to the military service; and

CW5. Wards of ex-servicemen personnel and serving personnel including personnel of police forces who are in receipt of Gallantry Awards as per Delhi University norms.

(Above categories are also applicable for Para Military Personnel).

Authorities competent to issue certificates under CW category are:

- Secretary, Kendriya Sainik Board, Delhi
- Secretary, Rajya Zila Sainik Board
- Officer-in-Charge, Records Office
- 1st class Stipendiary Magistrate
- Ministry of Home Affairs (for Police personnel in receipt of Gallantry Awards).

**The category certificate (OBC- non creamy layer/SC/ST/PwD/CW), should be in the name of the candidate and must be produced on the day of counseling.**

5. Foreign nationals: All Foreign nationals including those who have completed their schooling from an Indian Board may be treated as Foreign Students for the purpose of their admission under 5% quota prescribed for the foreign students. Such candidates should apply to Deputy Dean (Foreign Students), Conference Centre, University of Delhi 110007. Email: [dydean\\_fs@du.ac.in](mailto:dydean_fs@du.ac.in)

## V. ADMISSION AND SELECTION

Admission to the course will be based on the combined weightage of entrance examination and marks scored in qualifying examination as per the details mentioned below:

### 1. Common Entrance Test

Date: 26 June 2014, Thursday

Time: 03:00 P.M to 05:00 P.M.

The examination will be held at centres in Delhi only

- Applicants shall take a test based on objective type multiple choice questions (four choices each).
- The written test is designed to evaluate the aptitude of the candidates to pursue a Bachelor with honours in Management Studies.
- There is no prescribed syllabus or format for the entrance test. The following areas have been usually included in the entrance test in the past:
  - Quantitative Ability
  - Reasoning and Analytical Ability
  - General English
  - Business and General Awareness
- **The candidate will be required to attempt 100 questions in 120 minutes. The answers are to be marked by blue or black ball point pen on a separate answer sheet (OMR) provided during the entrance test.**
- Each correct answer will get a score of plus 3 marks, each wrong answer will get a score of minus 1 mark and a question not answered will get a score of zero marks.
- Marking of multiple answers for one question shall be treated as wrong answer.
- The test shall be of two hours duration, extra time will be given to the candidate for filling up details on test booklet and answer sheet, marking attendance, verification of candidates' documents, distribution, and collection of test material etc.

### 2. Final Selection of Candidates

A merit list (based on the overall score of a candidate) shall be made for all categories in accordance with the weights given below:

Class XII Result*	Common Entrance Test Score
50%	50%

\*Class XII Result represents percentage in Best Four subjects as per [Under Graduate Admission Notification](#).

### **Procedure for Calculation of 'Best Four Subjects':**

For calculation of best of four percentages, the colleges will consider one language (core/elective/functional) and three elective/non-elective subjects. However, a disadvantage of 10% of the maximum marks shall be levied on each such non-elective subject(s) included for the calculation of best of four percentages. For example, if a candidate applying for BMS course provides marks as follows for the following subjects: Accounts (88), Entrepreneurship (92), English (90), and Web Designing (94); then his total marks are  $88+92+90+94=364$ , Percentage=91%. Effective marks however will be  $[88 + 82(92-10) + 90 + 84(94-10)]$  and effective percentage will be 86%.

**The list of Elective and Non-Elective Subjects as mentioned in [Annexure 1](#) (Page 43) Admission Brochure 2014-2015, University of Delhi.**

Based on the overall score, a rank shall be allotted to each candidate according to their admission category. Candidates with the higher merit in accordance with the overall score in each category shall be offered admission in the colleges, subject to the availability of seats in the each college.

### **3. Counseling and Admission to Colleges**

- a) Allotment of colleges to the candidates shall be based on the overall rank in their respective category and his/her preference exercised at the time of counseling subject to the availability of the seat in the college concerned.
- b) The candidates are required to be present in person on the day and time of counseling as per the schedule notified by the University. However, if a candidate is unable to be present in person on the day and time of counseling, he/she can send an authorized representative to participate in the counseling process. An application to this effect, signed by the candidate, should be submitted to the admission committee by the authorized representative.
- c) If a candidate/authorized representative fails to be present in person on the day and time of the counseling, then the candidate forfeits his/her right for admission to the BMS course.
- d) A candidate offered admission is required to deposit the fees (as applicable) within the stipulated time along with his / her documents in the respective college, failing which his / her candidature will be cancelled.
- e) To avail any change in their college preference, the candidate should have necessarily deposited fees and fulfilled the admission formalities within the stipulated time in the college allotted at the last counseling session, failing which the candidate loses right to admission as well as a right to exercise any choice later.
- f) Only those candidates who have taken admission as per their counseling schedule in the allotted college will be considered for change of college in subsequent counseling(s) as per their merit in the overall score subject to the availability of seats in the college concerned.
- g) At the time of admission in the College the candidate will have to give an undertaking that he/she has not taken admission to any other course/ college in the University of Delhi or any institution.**

#### **Note:**

- **Compartment cases of current year will not be considered for admission.**
- **Candidates who have appeared in the class XII examination in 2014 and who repeat a paper for improvement to gain eligibility shall not be considered for admission in the current year.**



**Faculty of Management Studies**  
**University of Delhi**  
**Bachelor with Honours in Management Studies (BMS) 2014**  
**(Four Year Under Graduate Programme)**

**Instructions for Candidates for Filling the Online Application Form**

1. To access the online form for BMS, a candidate is required to create a Login ID and Password. The same Login ID and Password is to be used by the candidate for accessing BMS admission related information/Notices subsequently.
2. The candidate is required to keep the following ready before filling the online application form:
  - a. Class XII Mark sheet.
  - b. Scanned copy of candidate's signature (Size not more than 50 KB)
  - c. Soft copy of candidate's passport size photograph (Size not more than 50 KB)
  - d. Candidate's Annual Family Income in INR.
  - e. Debit/Credit card.
3. The subject codes are auto-generated on the basis of subjects filled by the candidate.
4. On completion of the application form, the candidate is required to make the payment via a Debit/Credit card. The application is considered submitted, only on the payment of requisite fee.
5. The prescribed application fee for General/OBC/CW category is Rs. 500/- and for SC/ST/PwD Category is Rs. 250/-.
6. In case a candidate is unable to complete the entire process of filling the application form in first attempt, he/she can choose 'Save and Logout' option. The same form may later be retrieved using the candidate's Login ID and Password for purpose of editing and making payment. However, once the payment is made, no further updating/editing is admissible.
7. On the payment of fee, an acknowledgement slip (specifying transaction details) will be generated.
8. The candidate is required to keep a printout of the acknowledgement slip till the time admission is sought in a college.
9. Admit card for BMS entrance exam will be mailed to the candidate. The candidate is required to check his/her e-mail account (inbox, spam/bulk folders).
10. If the candidate does not receive the admit card by 22<sup>nd</sup> June By 2014, he/she may send a query at [bmshelpdesk@sscbs.du.ac.in](mailto:bmshelpdesk@sscbs.du.ac.in) or visit Shaheed Sukhdev College of Business Studies between 9:30am and 12:30pm on 23rd, 24th and 25th June, 2014.

**BACHELOR WITH HONOURS IN MANAGEMENT STUDIES  
COMMON ENTRANCE TEST  
JUNE 26, 2014**

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**INSTRUCTION FOR THE CANDIDATES**

1. The Admit Cards will be sent to the candidates via email by 22<sup>nd</sup> June, 2014.
2. Please check the Admit Card carefully. In case of any discrepancy, communicate **immediately** to helpdesk [bmshelpdesk@sscbsdu.ac.in](mailto:bmshelpdesk@sscbsdu.ac.in) or visit Shaheed Sukhdev College of Business Studies, Vivek Vihar, Phase-11, Delhi – 110095 (9:30 am to 12:30 pm) from 23-25 June, 2014.
3. **Candidate must report at the Examination Centre by 2.30 p.m.**
4. **No candidate shall be admitted to the Examination Centre after 3.00 p.m.**
5. **Candidates will not be allowed to enter the Examination Centre without the Admit Card.**
6. All markings on the Test Booklet and the OMR Answer Sheet must be with Blue/Black Ball Point Pen only.
7. No candidate will be allowed to appear at an examination centre other than the one allotted.
8. Calculation or Communication devices of any kind such as calculators, mobile phones etc. are not allowed in the Examination Hall.
9. Candidates must follow the instructions strictly as mentioned on the Test Booklet cover.
10. Candidates shall not be allowed to leave the Examination Hall before the end of the examination.
11. On completion of the test, the candidate must hand over the Answer Sheet to the invigilator.
12. The candidate can take away the Test Booklet, at the end of the test.
13. The signed copy of the Admit Card must be retained till the end of the admission process.
14. The admit card is issued provisionally to the candidate subject to his/her satisfying the eligibility conditions.

**INSTRUCTIONS FOR CANDIDATES TAKING THE COMMON ENTRANCE TEST**

1. The OMR response sheet (Answer Sheet) is placed inside the Test-Booklet. At 2.50 p.m. (on 1st bell) take out the Answer Sheet WITHOUT BREAKING THE SEAL of the test booklet.
2. Read instructions given on Test-Booklet and Answer-Sheet carefully. Fill up the information on the Test-Booklet and Answer-Sheet as per the instructions.
3. Break open the seal of the Test Booklet at 3.00 p.m. (on 2<sup>nd</sup> bell). You are advised to **make sure that the SERIAL NUMBER of your Answer-sheet is the same as the SERIAL NUMBER of your Test-Booklet.** If there is a discrepancy, request the invigilator to replace the Test-Booklet and the Answer-Sheet immediately. **Do not use an Answer-Sheet which has a different SERIAL NUMBER than the one given on the Test-Booklet.**
4. Check the **SERIES NUMBER** of your Test-Booklet. The SERIES NUMBER is also printed on every page of the Test-Booklet. **If there is a discrepancy, get your Test-Booklet and Answer-Sheet replaced with a new one.**
5. Ensure that there are 100 questions serially numbered from 1 to 100 in the Test-Booklet.
6. **For marking answers use Blue/Black ball point pen only.**

7. Show your Admit Card to the invigilator, write your Test-Booklet Serial Number, Test-Booklet Series Number and mark your attendance and left hand thumb impression on the Attendance Sheet. **Make sure that the invigilator signs both your Test-Booklet and Answer-Sheet.**
8. Each correct answer will get a score of plus 3 marks; each wrong answer will get a score of minus 1 mark; and question not answered will get a score of zero mark.
9. Darken only ONE box for each question as shown below :
10. If you darken more than one box, your answer will be treated as wrong.
11. Make marks only in the space provided. Please do not make any stray marks on the answer sheet.
12. Rough work **MUST NOT** be done on the answer sheet. Use your test booklet for this purpose.
13. Mark your answer only in the appropriate space against the number corresponding to the question you are answering.
14. You are **NOT ALLOWED** to use any calculating devices. Make sure that you do not possess any pages; blank, handwritten or printed. If such material is found in your possession during the examination, you will be disqualified from the admission process.
15. **Mobile phones and Pagers are not allowed** inside the Examination Hall.
16. If you are found copying/helping others you will be disqualified from the admission process.
17. **At the end of the examination, handover the Answer-Sheet to the invigilator.**
18. Do not leave the examination hall until you are asked to do so.

**Bachelor with Honours in Management Studies**  
**Four Year Undergraduate Programme**  
**For Academic Year 2013-14 Onwards**  
**(COURSE STRUCTURE)**

**VISION -**

Creating new frontiers of knowledge and standards of achievement to mould committed, responsible, ethical and active managers out of students; honing their latent skills, sparking their curiosity, developing leadership qualities and the ability to influence and change their organization and society as a whole in a positive, significant and wholesome manner; thereby enabling them to reach the zenith of their potential.

SEM	DC-I	AC	DC-II (FINANCE)	DC-II (MARKETING)	DC-II (HUMAN RESOURCE MANAGEMENT)	DC-II (MANAGEMENT OF SERVICES)	DC-II (MANAGEMENT OF GLOBAL BUSINESS)	DC-II (TOURISM MANAGEMENT)
I	1.1 Mathematics & Statistics for Business							
	1.2. Organisational Behaviour							
II	2.1 Accounting for Managers	AC:2.1 Language						
	2.2 Principles of Marketing Management							
III	3.1 Corporate Finance	AC:3.1 Enterprise Resource Planning And Data Base Management System	DCII:FIN:3.1 Evolution of Global Financial System	DCII:MKT:3.1 Consumer Behaviour	DCII:HRM:3.1 Training and Management Development	DCII:MS:3.1 Services Management	DC-II: MGB 3.1 International Trade- Policies and Strategies	DCII:TM: 3.1 Concepts and Impact of Tourism
	3.2 Managerial Economics							
IV	4.1 Human Resource Management	AC:4.1 E-entrepreneurship	DCII:FIN:4.1 Management of Financial Institutions	DCII:MKT:4.1 Integrated Marketing Communications	DCII:HRM:4.1 Management of Industrial Relations	DCII:MS:4.1 Marketing of Services	DC-II: MGB 4.1 International Accounting and Reporting System	DCII:TM: 4.1 Tourism and Hospitality Management
	4.2 Macro Economics and Global Environment							

SEM	DC-I	AC	DC-II (FINANCE)	DC-II (MARKETING)	DC-II (HUMAN RESOURCE MANAGEMENT)	DC-II (MANAGEMENT OF SERVICES)	DC-II (MANAGEMENT OF GLOBAL BUSINESS)	DC-II (TOURISM MANAGEMENT)
V	5.1 Operations Research	AC:5.1 Business Analytics and Intelligence	DCII:FIN:5.1 Corporate Analysis and Valuation	DCII:MKT:5.1 Sales & Distribution Management	DCII:HRM:5.1 Performance and Compensation Management Systems	DCII:MS:5.1 Managing Insurance Services	DC-II: MGB 5.1 Trans- National and Cross Cultural Marketing	DCII:TM:5.1 Adventure, Wildlife and Cultural Tourism
	5.2 Financial Markets and Services							
	5.3 Legal Environment for Business							
VI	6.1 Basic Econometrics	AC:6.1 Project Management	DCI:FIN:6.1 Infrastructural Finance	DCII:MKT:6.1 Retail Management	DCII:HRM:6.1 Labour Welfare & Legislation	DCII:MS:6.1 Managing Tourism Services	DC-II: MGB 6.1 International Supply Chain Management	DCII:TM:6.1 Tourism Marketing
	6.2 International Trade and Finance							
	6.3 Operations Management							
VII	7.1 Research Methodology		DCII:FIN:7.1 Financial Modeling and Derivatives	DCII:MKT:7.1 Brand Management	DCII:HRM:7.1 Strategic Human Resource Management	DCII:MS:7.1 Managing Not for Profit Organization	DC-II: MGB 7.1 Multinational Business Finance	DCII:TM:7.1 Travel Agency, Tour Operations and Business Tourism
	7.2 Investment and Risk Management							
	7.3 Tax Planning for Business							
VIII	8.1 Research Project		DCII:FIN:8.1 Behavioural Finance	DCII:MKT:8.1 Rural Marketing	DCII:HRM:8.1 International Human Resource Management	DCII:MS:8.1 Managing Information Technology Enabled Services	DC-II: MGB 8.1 Joint Ventures, Mergers and Acquisitions	DCII:TM:8.1 Economics of Tourism
	8.2 Global Business Environment and Ethics							
	8.3 Corporate Strategy							