

Business Management & Entrepreneurship - BME

FY BME Course Structure



Semester I

Semester II

12 Credits

BME CORE (3 Credits Each)

12 Credits

MGT 101
Principles of Management

MKTG 101
Introduction to Marketing

FIN 101
Principles of Finance

ENT 101
Foundations of Entrepreneurship

MGT 102
Business Ethics

MKTG 102
Marketing Management

FIN 102
Business Finance

ENT 102
Technology & Entrepreneurship

4 Credits

ACADEMIC STUDIOS (2 Credits Each)

4 Credits

Any 2

- Portfolio Management 101
- 360° Communication 101
- Design Thinking 101
- Start up Incubation 101
- Liberal Arts 101
- Research Methods 101
- Culture & Contemporary Issues 101
- School Social Responsibility 101

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- Culture & Contemporary Issues 101
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4 Credits

DICE Electives & Labs (2 Credits Each)

4 Credits

DICE ELECTIVES
(Any 2 out of 36)

Elective 1

Elective 2

DICE LABS
(Mandatory)

Work
Readiness

Rural
Immersion

Total 40 Credits for FYBME



2 + 1 STUDY ABROAD PATHWAYS

2 Years at ISME + 1 Year at LSE

London School of Economics Offers

- A full academic year at LSE, UK
- Need to have completed two years of University level study with a minimum of 75% Marks.

Benefits

- Study with Students from 150 different nationalities
- Fully integrated undergrad studies at the world's leading Social Science Institute
- Opportunity to pursue an 8-week internship in UK
- Member of the LSE Alumni Network

2 Years at ISME + 1 Year at YSJU

York St John University Requirement

Completion of 2 years of Undergraduate Studies with a minimum of 75% Marks at ISME

Benefits

- Degree in BA (Hons) - International Business Management
- Membership of the York St John University Alumni Network
- Opportunity for becoming a Student Ambassador at the University
- Pursue an Internship

STUDENT STARTUPS INCUBATED IN 2017 - 18



Transcend
Inclusive
Workplaces



Plateful
Health & Wellbeing



Alpha Urbane Project
Leadership
Development



Kneff
Fashion Technology



Wedding Boosters
Adtech



Toro Churro
Food & Beverage



Trill
Sharing Economy



Itour
Travel Technology



MEZ
Tourism



CRYPTO UNIFIED
CryptoUnified
BlockChain

LIVE INDUSTRY PROJECTS IN 2017 - 18



Advocacy of clean and healthy
drinking water in urban slum



Road to Safety



Anti - Tobacco Campaign



Teaching STEM in
Municipal Schools

Business Management & Entrepreneurship - BME

SY BME Course Structure



Semester III

Semester IV

12 Credits

BME Core (3 Credits Each)

12 Credits

MGT 201
Organizational Behavior

MKTG 201
Marketing Strategy

FIN 201
Operational Finance - I

ENT 201
MVP Management

MGT 202
Business Strategy

MKTG 202
Competitive Marketing

FIN 202
Operational Finance - II

ENT 202
Enterprise Beyond Profit

2 Credits

Academic Studios (2 Credits Each)

2 Credits

Any 1

- Introduction to Coding 101
- Entrepreneurial Foundry 101
- Data Analytics 101
- Community Outreach 101
- Liberal Arts 101
- Design Thinking 201
- Research Writing 101

Any 1

- Introduction to Coding 101
- Entrepreneurial Foundry 101
- Data Analytics 101
- Community Outreach 101
- Liberal Arts 101
- Design Thinking 201
- Research Writing 101

4 Credits

DICE Electives & Labs (2 Credits Each)

4 Credits

DICE ELECTIVES
(Any 2 out of 36)

Elective 1

Elective 2

DICE LABS
(Mandatory)

Work Immersion

Rural Immersion

2 Credits

Internship / Startup

2 Credits

Total 20 Credits

Total 20 Credits



2 + 1 STUDY ABROAD PATHWAYS

2 Years at ISME + 1 Year at LSE



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE

Study at London School
of Economics for a year to
pursue the General Course

LSE Offers

A full academic year at LSE, United Kingdom

Need to have completed Two years of University level study with a minimum of 75% Marks

Benefits

Study with Students from 150 different nationalities

Fully integrated undergrad studies at the world's leading Social Science Institute

Opportunity to pursue an 8-week internship in UK

Member of the LSE Alumni Network

2 Years at ISME + 1 Year at York St John University



Study at York St John University
for a year to pursue a Degree in
BA(Hons)
International Business Management

York St John University Requirement

Completion of 2 years of Undergraduate Studies with a minimum of 75% Marks at ISME

Benefits

Degree in BA (Hons) - International Business Management

Membership of the York St John University Alumni Network

Opportunity for becoming a Student Ambassador at the University

Pursue an Internship

ISME Tower, 4th Floor One Indiabulls Centre Lower Parel, Mumbai - 400013

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MAJOR SPECIALISATIONS OFFERED

(Students are required to select any one group as MAJOR studies)



MARKETING

- Experiential Marketing
- Retail Marketing
- Marketing Research & Analytics
- Marketing in a Digital World



FINANCE

- Corporate Valuation
- Investment analysis & Portfolio Management
- International Finance
- Corporate Finance



ECONOMICS

- Economics in Action
- Economic Analysis & Public Policy
- Applied Statistics for Business
- International Economics



ENTREPRENEURSHIP

- Game Theory for Entrepreneurs
- Art and Science of Negotiation
- Blockchain & Startups
- Startup Product Management



MANAGEMENT

- International Business
- Family Managed Business
- Supply Chain Management
- Project Management

MINOR SPECIALISATIONS OFFERED

(Students are required to take four MINOR papers over the entire year)

For minor studies student are expected to select four papers over the year where it is mandatory for each student to select a minimum of one paper on **Liberal art**, one paper on **Digital platform** and the remaining two papers can be selected from any of the **MAJOR groups** not opted for by the student



OUR APPROACH

ISME is home to some leading faculty who are academic researchers and have to their credit several publications. The final year classes are engaged exclusively by these senior faculty. ISME has a locational advantage of being a campus within corporates and hence is able to bring in industry experts to teach regularly at the BME-UG.

ISME BME's co-existence with Design School & the School of Communication brings a unique and interdisciplinary approach to the teaching style. Between the core ISME Faculty and Industry Experts, we aim to provide world-class education. Besides the classroom sessions where students are taken through the conceptual understanding, our teaching methods also intergrate simulation activities and group discussions with case solving techniques to apply the concepts learnt in a real world context.

OUR PARTNER UNIVERSITIES



Contact: Prof. Charu Tandon - Associate Dean
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