



**MAHARASHTRA INSTITUTE
OF TECHNOLOGY**
MUMBAI, BHARAT

**MAEER'S
MAHARASHTRA INSTITUTE OF
TECHNOLOGY, MUMBAI**

Bachelor of Management Studies (BMS)

Where tradition
meets technology in
nature-inspired campus



Bachelor of Management Studies (BMS)

Bachelor of Management Studies (BMS) is one of the most sought-after undergraduate programmes for students aspiring to build successful careers in business, management, entrepreneurship, finance, marketing, and corporate leadership. The programme equips students with the knowledge, skills, and professional competencies required to thrive in today's dynamic business environment.

In a rapidly changing global economy, organizations seek professionals who can think strategically, solve complex business problems, lead teams, and drive innovation. BMS provides a strong foundation in management principles while developing analytical, communication, and decision-making abilities essential for success across industries.

Key Reasons Why BMS Is Important:

Growing Demand for Management Professionals

Organizations across sectors require skilled professionals who can contribute to business growth, customer engagement, operational efficiency, and strategic planning.

Leadership & Decision-Making Skills

BMS develops critical leadership, communication, negotiation, and problem-solving capabilities that are valued in every industry.

Entrepreneurship & Innovation

Students learn how businesses operate and gain exposure to entrepreneurial thinking, startup ecosystems, and innovation-driven business models.

Diverse Career Opportunities

The programme opens pathways in Marketing, Finance, Human Resources, Operations, Business Analytics, Consulting, Banking, and Entrepreneurship.





BMS from MAEER's MIT Mumbai

MIT Mumbai (part of the MAEER's MIT Group of Institutions) offers an industry-oriented and future-focused Bachelor of Management Studies programme. The programme follows the curriculum prescribed by the University of Mumbai while incorporating industry-relevant learning experiences that prepare students for the modern corporate world.

a. Industry-Oriented Certificate Courses

In addition to the University curriculum, students gain exposure to contemporary business practices through value-added certification programmes such as:

- ◆ Digital Marketing & Social Media Strategy
- ◆ Financial Planning & Investment Management
- ◆ Business Analytics & Data Visualization
- ◆ Entrepreneurship & Startup Management
- ◆ Financial Modelling using Excel
- ◆ Customer Relationship Management (CRM)
- ◆ Corporate Communication & Leadership Skills

These certifications help students bridge the gap between academic learning and industry expectations.

b. Strong Placement Support

MIT Mumbai's dedicated placement cell connects students with leading organizations across various sectors, creating opportunities for internships and placements.

Potential career sectors include:

- ◆ Banking & Financial Services
- ◆ Consulting & Business Advisory
- ◆ Marketing & Advertising
- ◆ Human Resource Management
- ◆ Retail & E-Commerce
- ◆ Information Technology & Business Services

Students receive training in aptitude development, interview preparation, group discussions, resume building, and professional communication.



c. Experiential Learning & Industry Exposure

The BMS programme emphasizes practical learning through:

- ◆ Live Business Projects
- ◆ Industry Visits
- ◆ Corporate Guest Lectures
- ◆ Business Simulations
- ◆ Case Study Analysis
- ◆ Summer Internships

These experiences help students understand real-world business challenges and apply classroom concepts in practical settings.



d. Leadership & Entrepreneurial Development

Students are encouraged to develop leadership qualities and entrepreneurial thinking through participation in management events, business competitions, startup activities, and innovation challenges.

e. Holistic Development

Beyond academics, students receive exposure to:

- ◆ Communication Skills
- ◆ Presentation Skills
- ◆ Team Building
- ◆ Ethical Leadership
- ◆ Professional Etiquette
- ◆ Critical Thinking & Decision Making

These competencies help create well-rounded professionals prepared for managerial roles.



f. Location Advantage – Mumbai

Being located in Mumbai, India's financial and commercial capital, provides students with exceptional access to corporate headquarters, financial institutions, startup ecosystems, industry experts, internships, and networking opportunities.

MIT Mumbai combines academic excellence, industry integration, and metropolitan exposure to prepare students for successful careers in management and business.

Professional Bodies at MAEER's MIT Mumbai

1. Management Students Association (MSA)



Organizes seminars, management events, leadership workshops, and corporate interactions.

2. Entrepreneurship Development Cell (E-Cell)



Promotes innovation, startup culture, business planning, and entrepreneurial initiatives.

3. Finance & Investment Forum



Conducts workshops on financial markets, investment strategies, wealth management, and financial literacy.

4. Marketing & Branding Club



Engages students through advertising competitions, branding exercises, digital marketing activities, and market research projects.

Departmental Clubs at MAEER's MIT Mumbai

Students become part of vibrant management communities that encourage learning beyond the classroom.



ENTREPRENEURSHIP CLUB

- IDEATE Business Idea Generation
- INNOVATE Innovation Workshops
- INCUBATE Startup Challenges
- PITCH Pitch Competitions

START UP

BUSINESS IDEA

1. Entrepreneurship Club

Business idea generation, startup challenges, innovation workshops, and pitch competitions.



FINANCE CLUB

Learn. Invest. Grow.

- Stock Market Simulations
- Investment Analysis
- Budgeting Exercises
- Financial Literacy Programmes

FINANCIAL LITERACY

2. Finance Club

Stock market simulations, investment analysis, budgeting exercises, and financial literacy programmes.



MARKETING CLUB

- BRAND CAMPAIGNS
- CONSUMER BEHAVIOR STUDIES
- DIGITAL MARKETING PROJECTS
- PROMOTIONAL ACTIVITIES

MARKETING MIX

PRODUCT PRICE PLACE PROMOTION

RESEARCH INSIGHT CAMPAIGN STRATEGY CREATIVE RESULTS

FOCUS CREATE VALUE

THINK CUSTOMER FIRST

BE RELEVANT

GOOD MARKETING MAKES THE COMPANY LOOK SMART.

GREAT MARKETING MAKES THE CUSTOMER FEEL SMART.

A GOOD IDEA CAN CHANGE EVERYTHING.

3. Marketing Club

Brand campaigns, consumer behavior studies, digital marketing projects, and promotional activities.



4. Human Resource Club

Leadership activities, recruitment simulations, team-building exercises, and workplace behavior studies.



BUSINESS ANALYTICS CLUB

5. Business Analytics Club

Data interpretation, market research, dashboard creation, and business intelligence projects.

Innovation & Career Development Initiatives

- **Innovation & Entrepreneurship Club** – Transform ideas into business opportunities.
- **Placement Readiness Cell** – Industry preparation through mock interviews, aptitude training, and soft-skill development.
- **Corporate Connect Forum** – Interaction with industry leaders and business professionals.
- **Leadership Development Programme** – Building future managers through experiential learning and mentorship.



Career Opportunities for BMS Students

At MIT Mumbai, we prepare students not only for employment but also for leadership roles, entrepreneurship, and lifelong professional success.

Top Career Paths Originating from MAEER's MIT Mumbai

1. Marketing Executive / Brand Associate

Develop marketing campaigns, manage customer engagement, and build brand value.

2. Financial Analyst

Analyze financial data, investment opportunities, and business performance.

3. Human Resource Executive

Support talent acquisition, employee engagement, and organizational development.

4. Business Development Executive

Identify growth opportunities and build strategic business relationships.

5. Operations Executive

Improve organizational efficiency and optimize business processes.

6. Management Trainee

Gain exposure to various business functions and leadership development programmes.

7. Business Analyst

Interpret data and provide strategic recommendations for business growth.

8. Digital Marketing Specialist

Manage online marketing campaigns, content strategies, and digital customer engagement.

9. Banking & Financial Services Professional

Build careers in retail banking, corporate banking, investment services, and financial advisory.

10. Entrepreneur / Startup Founder

Launch and manage innovative business ventures through entrepreneurial knowledge and industry support.

Higher Education & Global Opportunities

- ✦ Master of Management Studies (MMS)
- ✦ Master of Business Administration (MBA)
- ✦ Post Graduate Diploma in Management (PGDM)
- ✦ Chartered Financial Analyst (CFA)
- ✦ ACCA, CMA and other professional certifications
- ✦ Guidance for CAT, CET, GMAT and international higher education pathways

The BMS programme at MIT Mumbai lays a strong foundation for academic advancement, professional growth, and leadership in the global business environment.

