



JAIN
DEEMED-TO-BE UNIVERSITY

YOUR PASSPORT TO A WORLD OF OPPORTUNITIES



BMS IN KEY ACCOUNT MANAGEMENT /
BMS IN FINANCE & ECONOMICS

INDUSTRY
PARTNER



BMS IN KEY ACCOUNT MANAGEMENT

What is the program about?

80% of an organization's profit comes from 20% of their strategic accounts. Hence, managing these Key Accounts requires more nurturing, different skills and utmost attention.

KAM is a strategic function to manage the major customers of the company and is followed by all large corporates & MNCs. A Key Account Manager manages clients and is involved with the integration of various functional resources within the company. In Corporates, the position of a Key Account Manager is highly respected & well-paid.

Program Details:

Eligibility:

The minimum qualification required to apply is a pass in the 10+2 examination from PUC / ISC / CBSE or equivalent board or a program recognized as equivalent thereto by the university.

Duration:

A 3 year full-time degree program spread across 6 semesters with 1 mandatory industry internship.

| Semester I: | | Semester IV: | |
|---|--|---|--|
| English – I | | Business Research Methods | |
| Fundamentals of Financial Accounting | | Financial Management | |
| Management Concepts & Practice | | Business Negotiation | |
| Managerial Economics | | Business Taxation | |
| Language – I | | Key Account Management | |
| Value Enhancing Course (VEC): | | ERP / Computer Applications for Business | |
| Mind Management & Human Values | | Value Enhancing Course (VEC): | |
| | | Communicative English | |
| Semester II: | | Semester V: | |
| English – II | | Corporate Strategy | |
| Advanced Accounting | | Retail & Supply Chain Management | |
| Marketing Management | | Consumer Behaviour | |
| Human Resources Management | | Advertisement & Brand Management | |
| Language – II | | Services Marketing | |
| Value Enhancing Course (VEC): | | Industry Internship: | |
| Contemporary Leadership Practices | | Industry Internship / Project Report | |
| Semester III: | | Semester VI: | |
| Business Law | | Operations Management | |
| Fundamentals of Management Accounting | | Strategic Management | |
| Digital Marketing | | International Business Environment | |
| Emotional Intelligence | | KAM Competencies | |
| Quantitative Techniques / Business Planning | | Global Key Account Management / International Marketing | |
| Environment Studies | | | |
| Value Enhancing Course (VEC): | | | |
| Decision Making, Ethics & Professionalism | | | |

Key Aspects:

Google search results for specializations in BMS are countless, any individual is bound to have a hard time selecting her/his preference. We are dedicated to providing you with a one-size-fits-all degree which is focussed on **career development-oriented specializations**, with **personality development, life skills** and **emotional intelligence** at the core.

Our innovative pedagogy is based on Indian Vedic wisdom, our teaching methods involve - **Enquiry - Discovery - Interactions - Group work** - to nurture holistic development of our students and foster management skills, people skills and self-development.

Opportunities Open for You

Industry Scope :

Pharmaceuticals, Media & Entertainment, Automotive, IT, Digital Marketing, Banking, Hospitality & Engineering etc.

Job Opportunities:

An Executive or Officer in Key Account Management, Business Development, Marketing, Business Planning, CRM, Business Analysis, Market Intelligence, etc.

Higher education and scope:

MMS/MBA in Marketing / Key Account Management / Corporate Strategy / Entrepreneurship.

BMS IN FINANCE & ECONOMICS

What is the program about?

Finance & Economics are often taught and presented as separate disciplines. BMS in Finance and Economics is designed to build a solid foundation for a prosperous career for students and make them market ready.

Our BMS in Finance & Economics is a combination of four major domains: Economics, Finance, Accounting and People Management.

10+ Additional Certifications*:

1. Vedant
2. Emotional Intelligence Profile Test
3. Behavioral Intelligence
4. Transactional Analysis
5. NLP Communication Model
6. Five Dysfunctions of a Team
7. Presentation Skills
8. Advanced MS - Excel
9. Social Media Profiling
10. Gender Sensitivity & Sexual Harassment

*The above mentioned certifications are provided for both the specializations

| Semester I: | | Semester IV: | |
|---|--|--|--|
| English – I | | Business Research Methods | |
| Fundamentals of Financial Accounting | | Financial Management | |
| Management Concepts & Practice | | Business Negotiation | |
| Managerial Economics | | Business Taxation | |
| Language – I | | Banking, Insurance & Capital Markets | |
| Value Enhancing Course (VEC): | | ERP / Computer Applications for Business | |
| Mind Management & Human Values | | Value Enhancing Course (VEC): | |
| | | Communicative English | |
| Semester II: | | Semester V: | |
| English – II | | Corporate Strategy | |
| Advanced Accounting | | Retail & Supply Chain Management | |
| Marketing Management | | Macroeconomics | |
| Human Resources Management | | Microeconomics | |
| Language – II | | Economic Development & Planning | |
| Value Enhancing Course (VEC): | | Industry Internship: | |
| Contemporary Leadership Practices | | Industry Internship / Project Report | |
| Semester III: | | Semester VI: | |
| Business Law | | Operations Management | |
| Fundamentals of Management Accounting | | Strategic Management | |
| Digital Marketing | | International Business Environment | |
| Emotional Intelligence | | Econometrics | |
| Quantitative Techniques / Business Planning | | Mergers & Acquisitions / Financing Business Ventures | |
| Environment Studies | | | |
| Value Enhancing Course (VEC): | | | |
| Decision Making, Ethics & Professionalism | | | |

Key Aspects:

Economics helps one understand the activities of various agents of economy, consumers, producers and the government, moreover how they all fit together.

Finance is the study of how to optimally allocate assets. Finance is fundamentally a forward-looking field, concerned with investment decisions.

Accounting is the process of communicating financial information about a business.

People and their motivations are critical to designing initiatives that can have social and economic impacts upon society at a local, regional and national level.

Opportunities Open for You

Industry Scope :

Investment Banking, Financial Services, Large-Scale/ Medium-Scale Business, Public-Sector, Research, Teaching, and Media

Skill Development:

The Finance aspect of this degree will give you the skills in financial sectors, such as banking, investment management, fund management, insurance, as well as a wide range of business organisations.

Higher education and scope:

Post Graduate studies in Finance, Economics, Corporate Strategy, Corporate Compliance, CSR & Entrepreneurship.

Jain (Deemed-to-be-University)

Established with an aim to provide quality education with entrepreneurial development, Jain (Deemed-to-be-University) is an intellectual destination that draws inspired students from more than 38 countries to India's Silicon Valley - Bengaluru. Spread over five campuses, the University has been consistently ranked among the top private universities in India by India Today-Nielsen Best University Survey. Over the last nine years, the University has made conscious and concerted efforts to build on its strengths and consolidate its achievements.

For more information on Jain (Deemed-to-be-University), please visit: www.jainuniversity.ac.in.



MasterMyLife EQ Education

MasterMyLife EQ Education is an innovation-led contemporary education management enterprise. We are the pioneers of life skills integrated management education in India. We believe that perspective and knowledge gained from experts in the industry are vital in shaping your future and giving you a pragmatic vision. All our programs integrate unique Indian Vedic wisdom-based pedagogy which develop students holistically. Extensive industry interactions and real-life leadership simulations are a hallmark of our program.

For more information on MML, please visit: www.mastermylifedu.com.

BMS In Key Account Management

- Development of Key Account Manager's competencies, such as Communication Skills, Interpersonal Skills, Business & Strategic Acumen, Leading Cross Functional Teams & Business Development Skills.
- Development of an Emotional Intelligence (EI), resulting into enhancement of Self Awareness, Self Management, Social Awareness & Social Skills.
- Get insights into key account planning, strategy development & management practices in the Industry.

What Will I Learn & Experience?

- Development of holistic decision-making skills by applying principles of economics, finance, management & their impact on people.

BMS in Finance & Economics

- Ability to explain complex data in simple terms to different audiences. You'll also develop excellent analytical and problem-solving skills.
- Experience participative management culture. Gives you an opportunity to be a part of operations management of the Institute & get exposure to corporate environment.



YOUR NEXT STEPS

For more information please visit: www.mastermylifeedu.com

Jain Knowledge Campus

#44/4, District Fund Road, Jayanagara 9th Block, Bengaluru,
Karnataka 560069

For admissions, please contact **Mr. Saransh Anand**
on +91 80766 89488 or saransh@mastermylifeedu.com