



ISO 9001: 2015

BSS Foundation – School of Management

Transforming Education, Empowering Futures

**MBA / BBA / BCA /
B.Sc (DATA SCIENCE AND AI)**

BACHELOR IN ADVERTISING COMMUNICATION & DESIGN



Free Counselling



info@bssfoundation.net



www.bssfoundation.net



For Brochure



ABOUT US

BSS Foundation is a renowned not-for-profit educational organization, registered under the Ministry of Corporate Affairs (MCA). With the vision of 'Beyond Education', we aim to go beyond traditional academics and provide industry-focused, skill-driven, and career-oriented programs.

At BSS Foundation, we meticulously craft programs that are not only rigorous and academically robust but also experiential, valuable, and progressive. Our curriculum is designed to foster practical skills, critical thinking, and adaptability, equipping learners with the tools they need to thrive in today's dynamic landscape.



DIRECTOR



Mr. Jayesh Sharma
Director

BSS Foundation aspires to establish a system of quality education and to inculcate high patterns of discipline to improve the quality of life of the human race. It is bestowed with the industry specialist trainers and technological facilities in accordance to the change of trends to achieve academic excellence. The vision of BSS Foundation is “Education Beyond Learning.” BSS Foundation will always work for Right education for a Right Job .

As a Director, we have a mission to educate the students irrespective of their caste, creed and colour to create enlightened individuals, improving the living standards of their family and society. Our chief motive is to impart high patterns of discipline with a global standard of education, making the students intellectually superior and ethically strong in the corporate world.

We have the mission to build multiple Entrepreneurs and industry specialist in India. **All the best to our students.**

ADVISORY BOARD



H Ganapathi Ganapathi has an experience of over 27 years transcending functional areas of sales, marketing, product management, strategy, and then entrepreneurship, HRConsulting, teaching, training, and coaching. He is an alumnus of IIT Bombay and management postgraduate from JBIMS. His other certifications include certified NLP trainer from NFNLP, Basic ISABs, Train the trainer at Dale, Certified professional behavioural analyst, certified in many pH sychometric tests, Certified in global leadership.



Sunil Mishra MD & CEO- Growth Businesses + Chief Strategy Officer at Anarock group He has overall 28+ years of experience in building businesses across Telecom, BFSI, Online Startups and now tech-driven Real Estate. His experience spans various fields like Sales & Marketing, Private Equity, Management Consulting and Business Analysis.



Ajiitabh Dutta is the CEO of Simplicity Communications and founder of the tech start-up Jigyasa. An MBA in Marketing from NMIMS and a Mathematics graduate, he has over 23 years of experience in sales, product management, advertising, digital marketing, and business consulting. Worked in companies like Goldman Sachs, Merck, Reliance Power, and Standard Chartered with strategic growth solutions. Ajiitabh is a business coach who actively mentors' start-ups, promoting disruptive innovation.



Ms. Rochelle Divakar D'souza Building Talent for success || Head of People- Tata Trusts Small Animal Hospital 16 years expertise in Human Resources & Talent Management, proficient in developing HR functional plans in conjunction with Business Strategy for businesses in the growth stage .



Mr. Kudal brings over 18 years of experience in operations, finance, and technology. He currently serves as COO & CFO at Baroda BNP Paribas Asset Management India Pvt. Ltd. A Chartered Accountant and Mumbai University graduate, he has previously worked with BNPP AMC, KPMG, and BDO Consulting. Known for his leadership and process-driven approach, he plays a key role in driving operational excellence at the AMC .

OUR FACULTIES



DR. FATIMA SHAIKH

Dr. Fatima Shaikh is an Associate Professor with over 25 years of teaching experience across India, Dubai, and Malaysia. She holds a Ph.D., an M.A. in English Literature, and a PG Diploma in TESOL. She has served in leadership roles, including Principal and Head of Department. She has published over 22 research papers in UGC-CARE and Scopus journals. She is also an approved University of Mumbai Professor and an author with books on Amazon.



DR. RUPA SHAH

M.Phil. MBA, PGDHE and SET Qualified. She has a P.Hd in Business Policy and Administration from Mumbai University. Dr. Rupa Shah has more than 10 years of Corporate Experience specializing in HR and Administration. She is a recognized PG Lecturer from Mumbai University, Dr.Rupa is an M. PHIL guide and has played an active role in guiding students with their research and dissertation



DR. RAHUL CHOPRA

Dr. Rahul Chopra is an esteemed academician with a remarkable educational background, holding a PhD, MBA, and M.Com. His passion for education and his commitment to lifelong learning have driven him to achieve excellence in the fields of business and commerce. Throughout his career, Dr. Chopra has shared his knowledge and expertise by teaching at over 40 colleges, subject marketing management, entrepreneurship management, digital marketing, retail management, enriching the minds of thousands of students.



PROF. NEELANJALI

I'm Neelanjali, I teach DBMS, Python, Java, Operating System, Mathematics, and C/C++. With a passion for nurturing young minds, I strive to empower my students with a strong foundation in Computer Science and Mathematics, inspiring them to excel in their academic and professional pursuits. My teaching philosophy revolves around making a lasting impact on my students' lives, and I'm committed to contributing to the academic excellence and overall development of BSS. I believe in creating a supportive and inclusive learning environment, where students feel encouraged to explore, learn, and grow. I'm passionate about making complex concepts simple and accessible, and I take pride in seeing my students succeed and achieve their goals.



PROF. SUPRIYA R. SADYE

Post Graduate in Information Technology | Diploma in Software Testing & Cloud Computing
A passionate and dedicated educator with over 15 years of experience in teaching. Skilled in simplifying complex technical concepts and fostering a love for learning among students. Proficient in modern teaching methodologies, curriculum design, and the integration of technology in education. Committed to continuous professional growth and nurturing students' analytical and problem-solving skills



PROF. VIVEK DWIVEDI

M.Tech from BITS Pilani and Post Graduate in Marketing Management from JBIMS, Prof. Vivek Dwivedi is a distinguished professional with over 15 years of experience in the corporate sector. He has held pivotal roles in Technology companies, where he specialized in Business Development, Strategy Management, Sales and Business Analysis. Prof. Dwivedi has been delivering lectures in Management colleges on International Marketing, Sales and Distribution, Economics.



MR. MANGESH SAWANT

Master's Degree in AIML from Liverpool John Moores University, Master's Degree in Computer Application Oracle Certified Associate, Java SE 8 Programmer Mr. Mangesh Sawant is a Result Oriented Solutions Architect with a robust background spanning over 8 years in designing and implementing enterprise-wide applications and data systems.



PROF. JAYA DUDANI

A seasoned academic leader with over 24 years of experience, including 19+ years in academia and 6 years in industry. Jaya Dudani has served as the Chief Coordinator at KES College, overseeing multiple undergraduate programs. A Postgraduate in MBA & M.Com and a Ph.D. scholar in Consumer Behaviour, she specializes in Management and Marketing. With expertise in curriculum development, innovative pedagogy and faculty training, she has been associated with institutions like NMIMS, ICRI, and Mumbai University.

MBA - MASTER OF BUSINESS ADMINISTRATION

Program Duration : 2 years regular degree
with triple specializations

MBA Eligibility :

Graduate from any stream with successful completion of Group Discussion (GD) and Personal Interview (PI).

MBA SYLLABUS

SEMESTER - 1

- ✓ Principles of Managementstructure
- ✓ Managerial Economics
- ✓ Introduction to Management Accounting
- ✓ Statistical and Quantitative Methods
- ✓ Organisational Behaviour
- ✓ Basics of Computers and Information Technology
- ✓ Communication Skills
- ✓ Japanese OR German

SEMESTER - 2

- ✓ Business Research Methodology
- ✓ Marketing Management
- ✓ Human Resource Management
- ✓ Financial Management
- ✓ Legal Aspects of Business
- ✓ Basic Concepts in Supply Chain and Logistics Management
- ✓ Soft Skills
- ✓ Japanese OR German

SEMESTER - 3

✓ Compulsory Subjects

Entrepreneurship Development
Management Information System
Project (Internship)

✓ Marketing Specialisation

Advertising and Sales Promotion
Retail Management
Consumer Behaviour
International Marketing

✓ Finance Specialisation

Advance Financial Management
Security Analysis and Portfolio Management
Risk Management
International Financial Management

✓ Human Resource

Management
Specialisation

Training and Development
Performance Management
Labour Laws and Industrial relations
Strategic Human Resource Management

✓ Elective

Japanese
OR
German

SEMESTER - 4

✓ Compulsory Subjects

Business Environment
Corporate Policies and Strategic Management
Online Certificate Course

✓ Marketing Specialisation

Management
Services Marketing
Sales and Distribution Management
Rural Marketing

✓ Finance Specialisation

Security Analysis and Portfolio Management
Taxation Laws and Practices
Financial Decision Analysis
Management of Financial Institutions

✓ Human Resource

Management
Specialisation

Training and Development
Performance Management
Labour Laws and Industrial relations
Strategic Human Resource Management

✓ Elective

Japanese
OR
German



COURSE STRUCTURE

SPECIALIZATIONS

- Marketing Management
- Financial Management
- Human Resource Management

CERTIFICATION

- Certification from IIM*
- SAP Certification
- Six Sigma Green Belt Training
- MS EXCEL – Basic & Advanced Training
- “Visit To NSE” Programme
- Certification from Chartered Institute for Securities & Investment (CISI)
- Certification from IBM*
- Certification from Microsoft*
- Business Analytics
- Digital Marketing

BBA / B.Sc (Business Administration)

Specialization in HR, Finance and Marketing

Duration Program : 3 years

Eligibility – 12th Pass with minimum 50% marks , Group Discussion and Personal Interview

FEES – 1,50,000/-RS. PER YEAR. (**FEES TO BE PAID SEMESTER WISE**)

Semester - I

- Principles of Management
- Fundamentals of Accounting
- Basics of Marketing
- Legal Aspects of Business -I
- MS Office Tools
- Functional English
- BOOK REVIEW:
- Contribution of Lokmanya Tilak to Indian Studies or The Essence of Lokmanya B.G. Tilak's Economic Thought
- Event Management Or Content Creation for Social Media Or Gender Perspectives (Online)

Semester II

- Introduction to HRM
- Financial Accounting
- Basics of Marketing -II
- Legal Aspects of Business-II
- MS Excel for Data Analysis and Presentation
- Business Communication
- Event Management Or Content Creation for Social Media Or Gender Perspectives (Online)
- E-Business Or Mobile Photography Or Moral Values (Online)

Semester-III

- Organisational Behaviour
- Business Mathematics Basics of Supply Chain and Logistics Management Cost and Works Accounting
- Leadership and Team Building Skills Internship
- Environmental Studies (Mandatory)
-

Semester IV

- Management Accounting
- Business Statistics and Decision Theory
- Managerial Economics
- Marketing (MKTG): Consumer Behaviour
- Advertising and Sales Promotion
- Finance (FM): Principles of Finance, Analysis of Financial Statements
- Human Resource Management (HRM): Recruitment and Selection, Training and Development
- Employability Skills

Semester V

- Management Information System Research Methodology
- Production and Operations Management MK
- **(Marketing): Services Marketing, Brand Management FM**
- **(Finance): Financial Services, Financial Management HRM**
- **(Human Resource Management): Industrial Relations, Compensation Management** Indian Knowledge System (Discipline Specific)

Semester VI

- Strategic Management
- Entrepreneurship Development
- Introduction to International Business
- MK (Marketing): Sales and Distribution Management, Retail Marketing
- FM (Finance): Audit and Taxation, Security Analysis and Portfolio Management
- HRM (Human Resource Management): Labour Laws, Performance Management, Internship



BCA/ B.Sc (COMPUTER APPLICATION)

3 YEARS FULL TIME PROGRAM

Duration Program : 3 years

Eligibility – 12th Pass with minimum 50% marks ,
Group Discussion and Personal Interview

FEES – 1,60,000/-RS. PER YEAR. (FEES TO BE PAID
SEMESTER WISE)

Semester-I

- C Programming
- Mathematics Computer & Network
- Interdisciplinary Operating System
- English OR Sanskrit Nitishataka
- Purvardha (Marathi) OR Gender
- Perspectives Logic Development
- Logic Development

Semester-III

- Advanced Web Designing
- Database Management - System (DBMS)
- Environmental Studies
- Principles and Practices of - Management - II
- Marathi OR Japanese
- Advanced Excel
- Introduction to IoT
- Advanced Web Designing (PR)

Semester V

- Python Programming
- Linux
- C# Basics
- E-Commerce
- Data Mining
- Business Applications
- Management Information System
- Python Programming (PR)
- Linux (PR)

Semester II

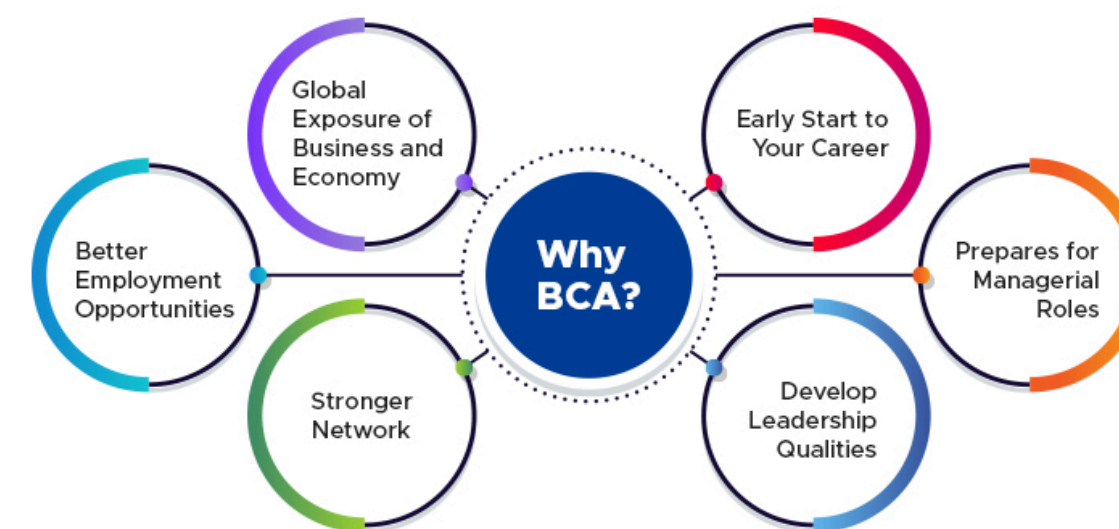
- Object Oriented - Programming using C++
- Statistics
- Structured System Analysis and Design
- Principles and Practices of Management - I
- Communication Skills
- Yoga OR Nitishataka Uttarardha OR Moral
- Values
- Indian Knowledge System (IKS)
- Object Oriented Programming using C++ (PR)

Semester IV

- Advanced Database Management System
- Java Programming
- Software Testing & Quality Assurance
- Unified Modeling Language (UML)
- Content Writing
- Soft Skills OR Personality Development
- Fundamentals of Share Trading
- Java Programming (PR)
- Advanced Database Management System (PR)

Semester VI

- Advanced Java OR Android Application Development
- Cloud Technology
- Project
- Organizational Behavior
- Digital Marketing
- Internship
- Advanced Java (PR) OR Android Application Development (PR)
- Cloud Technology (PR)



B.Sc (DATA SCIENCE AND AI)

3 YEARS FULL TIME PROGRAM

Duration Program : 3 years

Eligibility – 12th Pass with minimum 50% marks ,
Group Discussion and Personal Interview

FEES – 1,80,000/-RS. PER YEAR. (**FEES TO BE PAID
SEMESTER WISE**)

Semester - I

- C Programming
- Mathematics
- Computer & Network Fundamentals
- Operating System
- English
- Gender Perspective
- Advance Excel
- C Programming (PR)

Semester II

- Python Programing
- Statistics
- Structured System Analysis and Design
- Data Mining
- Communication Skills
- Moral Values
- Indian Knowledge System (IKS)
- Python Programming(PR)

Semester-III

- Advanced Web Designing
- Database ManagementSystem(DBMS)
- Environmental Studies
- Exploratory Data Analysis
- Marathi
- Machine Learning Foundation
- Data Visualisation
- Advanced Web Designing (PR)
- Data Visualisation (PR)

Semester IV

- Advanced Database Management System
- Java Programming
- Power Bi
- Unified Modeling Language (UML)
- Soft Skills
- Bigdata Technologies
- Java Programming (PR)
- Advanced Database Management System (PR)
- Power Bi (PR)

Semester V

- Machine Learning - I
- NLP
- IoT
- Introduction to Artificial Intelligence
- Business Communication
- Business Forecasting or Digital Marketing with Data Analytics
- Machine Learning - I (PR)
- NLP (PR)

Semester VI

- Machine Learning - II
- Deep Learning
- Cloud Technology & Security
- Project
- Internship
- Machine Learning - II (PR)
- Deep Learning (PR)



Why Data Science?

Following are the sectors where Data Science has proved its IMPORTANCE!



BACHELOR IN ADVERTISING COMMUNICATION & DESIGN

Duration Program : 4 years

Eligibility – 12th Pass with minimum 50% marks , Group Discussion and Personal Interview

FEES – 1,80,000/-RS. PER YEAR. **(FEES TO BE PAID SEMESTER WISE)**

SEMESTER – I

Introduction To Advertising
Introduction To Media & Communication
Content Writing
Integrated Marketing Communication
Social Media Marketing
SEO
Graphics
Modern Language
Indian Knowledge System
Study From Life

SEMESTER – IV

Media Selection, - Product service
& Public welfare Ad Campaign
Planning Event Management - 1
Study From Life or Marketing
Management Editorial Content
Animation - 1 Entrepreneurship

SEMESTER – VII

Creative Advertising Product
Planning Service Planning
Public services Effectiveness
of Advertising & Branding or
Economics Research
Methodology

SEMESTER – II

History of Advertising
Strategy Brand Management
Media & Cultural Studies
Social & Economic Aspect of Advertising
Graphics
Journalism Writing
Spoken English
Ethics of Advertising
Study From Life

SEMESTER – V

Creative & Campaign Planning
Advertisement Management
Project Management
Animation - 2 or Swayam
Course on Animation Ethics
in Media VFX

SEMESTER – VIII

Product Project
Service Project
Public welfare Project
Business Communication
Thesis Dissertation or Case
Study
Internship or Research Paper

SEMESTER – III

The Legal Aspect of Advertising
Marketing & Market research
Media Law or Legal Aspect of Media
Indoor Media
Study From Life or Digital Marketing
Script Writing
Presentation Enhancement
Outdoor Media or Marketing Strategy

SEMESTER – VI

Animation - 2 or Swayam Course
on Animation Apprenticeship



**Study From Life - Hands on PHOTOGRAPHY
sessions for BACD students**

OUR CORPORATE PARTNERS



OUR STUDENTS PLACED



Congratulations!!
Ms.Sonu Banik
for starting her career as Relation Manager at Kotak Securities





Congratulations!!
Mr.Yash Sharma
for starting his career as Senior Digital Marketing Executive at the Yellow Door Advertising Company





Congratulations!!
Mr.Siddesh Masurkar
for starting his career as Marketing Business Development Executive at AGP World.



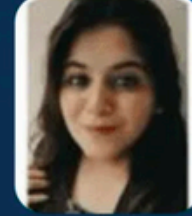


Congratulations!!
Mr. Kewal Tare
for starting his career at Thomas Cook India Ltd. as Finance Professional





Congratulations!!
Ms. Mrunal Patil
for starting her career at ASBS & Co. as Human Resource Professional





Congratulations!!
Mr. Harshad Sangar
for starting his career at Centre for Monitoring Indian Economy Pvt.Ltd as a Finance Professional





Congratulations!!
Ms.Anchal Pandey
for starting her career at Morningstar as an Equity Data Research Analyst





Congratulations!!
Mr.Ganesh Vithal Dyawershetty
for starting his career as an Associate at Morgan Stanley





Congratulations!!
Ms.Nikita Salian
for starting her career at Emkay Global Financial Services Ltd. as Talent Acquisition Manager





Congratulations!!
Mr.
for starting his career as Team mentor at Motilal Oswal Financial services





Congratulations!!
Ms.Kunali Rana
for starting her career as Fund Accountant at SSNC Globeop





Congratulations!!
Mr.Akshay Jadav
for being placed as Credit Manager at IDFC First Bank





Congratulations!!
Ms.Mitali Parkar
for starting his career as Kotak Securitites at Assistant Manager-Branch Sales



INTERNATIONAL INDUSTRY VISIT

Industrial visits are now an integral part of the curriculum of many graduates and post-graduate courses. This gives an improved exposure to the real-world working of the companies and allows students to expand their horizons of understanding. Industrial visits allow students to interact and meet with industry experts like leaders, entrepreneurs, policymakers, professionals, corporates, etc. and learn from them while forming valuable networks. These experiences help students learn and develop important skills and qualities that help them advance in their careers.



EUROPE

Rochester Institute of Technology - Dubai

INTERNATIONAL INDUSTRIAL VISIT

INDUSTRIAL VISITS ARE NOW AN INTEGRAL PART OF THE CURRICULUM OF MANY GRADUATES AND POST GRADUATE COURSES. THIS GIVES AN IMPROVED EXPOSURE TO THE REAL-WORLD WORKING OF THOSE COMPANIES AND ALLOWS STUDENTS TO EXPAND THEIR HORIZONS OF UNDERSTANDING. INDUSTRIAL VISITS ALLOW STUDENTS TO INTERACT AND MEET WITH INDUSTRY EXPERTS LIKE ENTREPRENEURS, POLICY MAKERS, PROFESSIONALS, CORPORATE LEADERS, ETC., AND LEARN FROM THEM WHILE FORMING VALUABLE NETWORKS. THESE EXPERIENCES HELP STUDENTS LEARN AND DEVELOP IMPORTANT SKILLS AND QUALITIES THAT HELP THEM ADVANCE IN THEIR CAREERS



Rochester Institute of Technology
- Dubai



Heriot Watt University -Dubai



Curd-Spring Technologies Fzco-
Dubai

DOMESTIC / LOCAL INDUSTRIAL VISITS



SILVASA



HYDERABAD



HIMACHAL PRADESH



LIFE AT BSS FOUNDATION- SCHOOL OF MANAGEMENT



GARBA NIGHT



MONETA 2025 - CASE STUDY COMPETITION



MR AND MS FRESHER



BEST COLLEGE AWARD

LIFE AT BSS FOUNDATION- SCHOOL OF MANAGEMENT



INAUGURATION

Dr. Jagdish Kalyandurgamath
ISRO Scientist (Mentor of Kalpna Chwala/
Geomatics Scientist/ Social Entrepreneur



ANNUAL EVENT



ALCHEMY

CASE STUDY COMPETITION
INSPIRED BY SHARK TANK INDIA



1. **ANANT** : THE INSTITUTION'S FIRST-EVER CULTURAL FEST, PROMOTING THE EXPLORATION OF STUDENT POTENTIAL THROUGH VIBRANT CULTURAL PERFORMANCES, ARTISTIC SHOWCASES, AND VARIOUS COMPETITIONS.
2. **ALCHEMY** : THE FLAGSHIP NATIONAL-LEVEL BUSINESS CASE STUDY COMPETITION, WHICH MAINTAINED ITS REPUTATION BY ATTRACTING BRIGHT MINDS FOR CHALLENGING REAL-WORLD CASE SCENARIOS, PRESENTATIONS, AND EXPERT EVALUATIONS.



BSS FOUNDATION- CLUBS



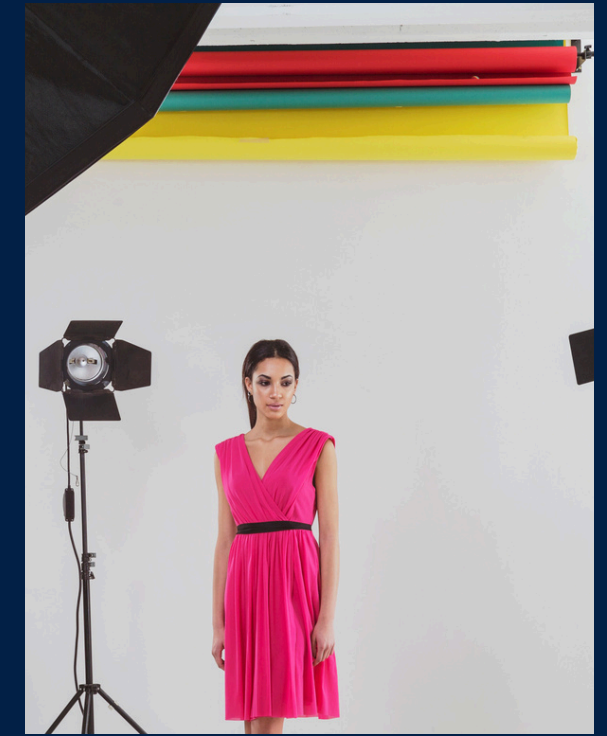
CULTURAL CLUB



TECH / IT CLUB



SPORTS CLUB



MEDIA CLUB



BUSINESS DEVELOPMENT CLUB



SOCIAL SERVICE CLUB



NEWS INDIA

खबर24

VIRAL KHABRE

MEDIA COVERAGE

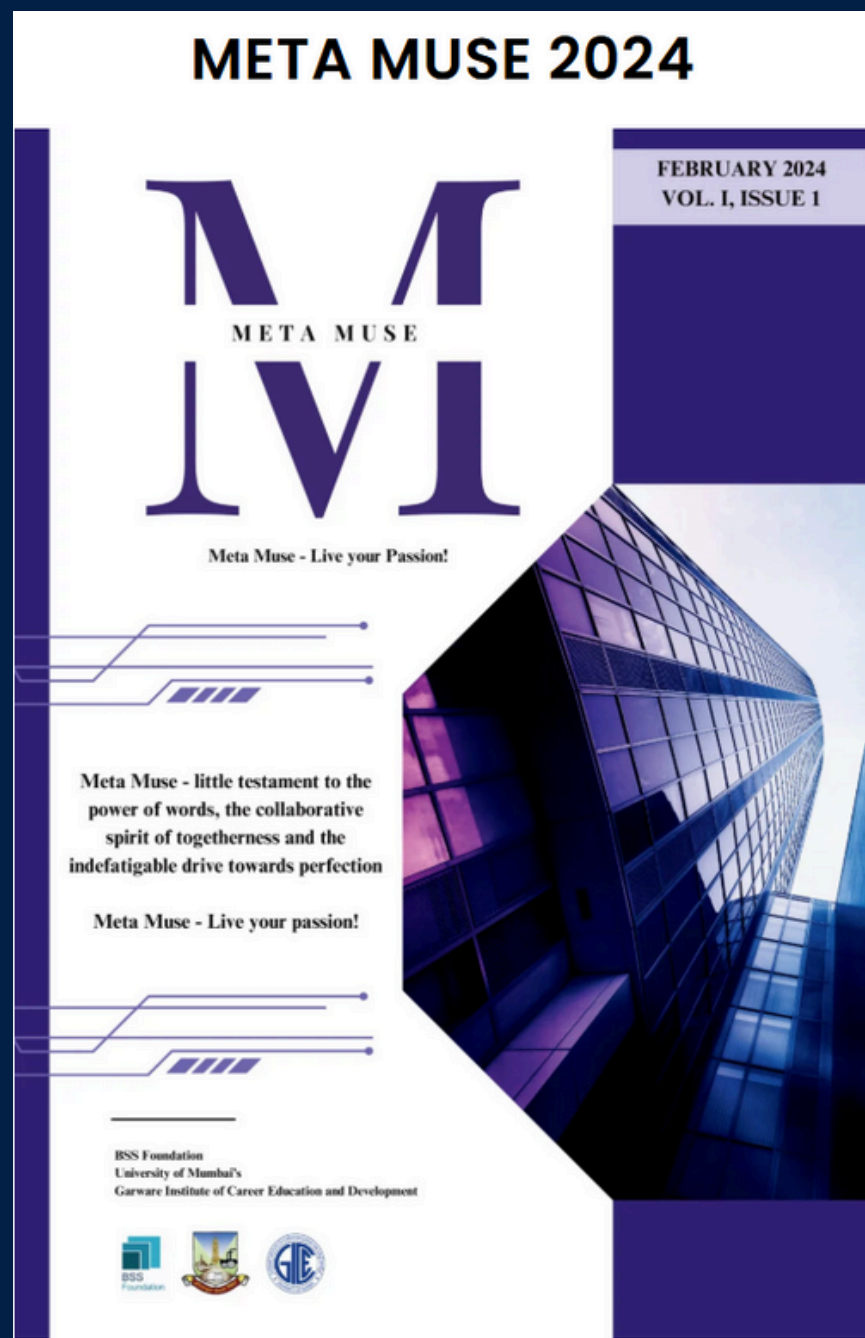


Magazines

vol-1

BSS Foundation School of Management proudly welcomes **IPS Krishna Prakash**, the distinguished “**Ironman Officer of India**”, as our Guest of Honour for the Grand Launch of BSS Foundation. Known for his exemplary service, discipline, and remarkable achievement as the first Indian Government Officer to complete the Ironman Triathlon, he stands as an inspiration of strength, leadership, and perseverance for today’s youth. His presence at the launch marks a moment of pride and motivation for the entire BSS community.

vol-2



CONVOCATIONS





BSS Foundation - School of Management

‘Transforming Education, Empowering Futures’

CAMPUS ADDRESS:

Mumbai Campus :

Bss Foundation,Vidya Nagari, Kalina, Santacruz E,
Mumbai, Maharashtra 400098

Navi Mumbai Campus:

1. BSS Foundation, Plot 98B, Sector 15, CBD
Belapur, Navi Mumbai, Maharashtra
400614
2. Vashi Village, Navi Mumbai, Maharashtra
400703

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