

Vipul's BMS Series



Devi
Principal
M.L. Dahanukar College
of Commerce
Dixit Rd., Vile Parle (E),
Mumbai - 400 057

**PRERNA SHARMA
PARVEEN NAGPAL**



AS PER REVISED SYLLABUS OF BMS COURSE FOR
MUMBAI UNIVERSITY W.E.F. JUNE, 2015

Vipul's
RECRUITMENT
AND
SELECTION

(BMS Second Year : Third Semester)
(HR Group - Elective)

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CONTENTS

No.	Chapters	Pages
	UNIT - I	
(1)	Recruitment, Job Analysis and Job Design	1-89
	UNIT - II	
(2)	Selection	90-118
	UNIT - III	
(3)	Induction	119-154
	UNIT - IV	
(4)	Interview Preparation Guide and Social and Soft Skills	155-198
	Case Studies	199-205
	Model Question Paper	206-208



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Useful Books for BMS Second Year : Semester III



- (1) **Managerial Economics – II**
Saraswathy Swaminathan
- (2) **Principles of Marketing**
N. G. Kale: M. Ahmed
- (3) **Accounting for Managerial Decisions**
Arvind D. Dhond
- (4) **Organisational Behaviour and HRM**
Prerna Sharma: Parveen Nagpal
- (5) **Organizational Behavior and HRM**
Vinay V. Prabhu
- (6) **Basics of Financial Services (Finance)**
Ira Makhija
- (7) **Corporate Finance (Finance)**
Arvind A. Dhond
- (8) **Consumer Behaviour (Marketing)**
N. G. Kale: M. Ahmed
- (9) **Strategic Management (Marketing)**
N. G. Kale: M. Ahmed

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