

First Year B.Com. (Management Studies)

Semester	Subject Combinations	VSC (Related to core) & SEC/VSEC	Minor Basket	OE BASKET (Other Faculty)
	Major Courses (Mandatory):	Vocational Skill Courses:		Open Electives: #
I (ONE)	Principles of Management – I (4 Credits)	<u>SEC/VSC:</u> Information Technology in Business Management (2 Credits)	-	Intellectual Property Rights: Rights and Law (2 Credits)
	Bhartiya Theory of Management Styles (2 Credits)	<u>SEC/VSC:</u> Business Start Up Skills (2 Credits)	-	Social Media & Communication (2 Credits)
	AEC (Mandatory):	Value Education Course Basket		IKS: Indian Knowledge System Course Basket (Any 1): (2 Credits) #
	Business Communication Skills – I (2 Credits)	<u>VSC:</u> Environmental Management & Sustainable Development-I (2 Credits)		- Indian Knowledge System
				OJT, FP, CEP,CC, RP Course Basket: (2 Credits) #
				- Introduction to Cultural Activities

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	Major Courses (Mandatory):	Vocational Skill Courses:	Minor Basket	Open Electives:
II (TWO)	Principles of Management – II (4 Credits)	<u>VSC:</u> - Foreign Exchange Market & Derivatives (2 Credits)	E-Commerce (2 Credits)	Basic Concept Research (2 Credits)
	Global Management Theories & Styles (2 Credits)	<u>SEC/VSEC:</u> MS Office (2 Credits)	-	Human Rights : Issues and Challenges (2 Credits)
	AEC (Mandatory):	Value Education Course Basket		OJT, FP, CEP,CC, RP Course
	Business Communication – Hindi Bhasha Kaushal ke Adhar (2 Credits)	- Environmental Management & Sustainable Development-II - (2 Credits)		- Foundation and Exploration of Performing Fine Arts - (2 Credits)

: Above Subjects are subject to change as per guidelines of University of Mumbai for NEP curriculum(s).

AEC: Ability Enhancement Skills

OJT: On-Job Training/ Internship

FP: Field Project

CEP: Community Engagement & Service

CC: Co-curricular Course

RP: Research Project

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III (Three)	Marketing Research (MKT) (4 Credits)	<u>VSC:</u> (2 Credits)	-E-Commerce I: Digital Banking and Insurance Services (4 Credits)	Psychology of Motivation & Leadership (2 Credits)
	Introduction to Marketing Management (MKT) (4 Credits)	Consumer Behaviour (MKT) (2 Credits)	-	
	Introduction to Financial Services (FIN) (4 Credits)	Financial Statement Analysis (FIN) (2 Credits)		
	Financial Management (FIN) (4 Credits)	Recruitment & Selection (HR) (2 Credits)		
	Introduction to Human Resource Management (HR) (4 Credits)			
	Training & Development (HR) (4 Credits)			
	AEC (Mandatory):	Value Education Course Basket): (2 Credits) #		OJT, FP, CEP,CC, RP Course Basket
	Hindi Bhasa Vyavharik Prayog (2 Credits)	-		- Indian Theater: Classical Roots & Contemporary Expression (2 Credits)
				-Field Project (2 Credits)

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	Major Courses (Mandatory):	Vocational Skill Courses: #	Minor Basket	Open Electives: #
IV (Four)	Retail Marketing (MKT) (4 Credits)	SEC/VSEC: Ad Making (MKT) (2 Credits)	E-Commerce-II: Marketing and CRM in Banking and Insurance (4 Credits)	Psychology of Consumer Behavior (2 Credits)
	Customer Relationship Management (MKT) (4 Credits)	Financial Inclusion Skills in Youth (FIN) (2 Credits)		
	Auditing (FIN) (4 Credits)	Organisational Development (HR) (2 Credits)		
	Financial Institutions & Market (FIN) (4 Credits)			
	Change & Conflict Management (HR) (4 Credits)			
	Legal Practices in HRM (HR) (4 Credits)			
	AEC (Mandatory):	Value Education Course Basket		OJT, FP, CEP,CC, RP Course (2 Credits) #
	Business Communication Skills-II (2 Credits)	-		-Integrated Theatre Production: Stage Craft, Costume, Music and Technology (CC)
			Community Engagement Project (CEP)	

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AEC: Ability Enhancement Skills

OJT: On Job Training (Internship)

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	Major Courses (Mandatory):	Major Courses (Electives):	Minor Basket	Open Electives: #
V (Five)	Tourism Marketing Management (MKT) (4 Credits)	Supply Chain Management (MKT) (4 Credits)	Philosophy of popular culture (4 Credits)	-
	E-Commerce (MKT) (4 Credits)	Investment Analysis and Portfolio Management (FIN) (4 Credits)		
	Kautilya's Trading Philosophy (MKT) (2 Credits)	Strategic Human Resource Management (HR) (4 Credits)		
	Introduction to Cost Accounting (FIN) (4 Credits)			
	Practical Aspects in Direct Taxation (FIN) (4 Credits)			
	Indigenous Banking and Wealth Management (FIN) (2 Credits)	Vocational Skill Courses:		
	HRM in Global Perspective (HR) (4 Credits)	SEC/VSEC: Marketing Ethics (MKT) (2 Credits)		
	Human Resource Accounting and Audit (HR) (4 Credits)	Ethics in Financial Market (FIN) (2 Credits)		
	The Gurukul Model in Corporate (HR) (2 Credits)	Power & Politics (HR) (2 Credits)		

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VI (Six)	International Marketing (MKT) (4 Credits)	Export Marketing Practices and Procedures (MKT) (4 Credits)	Contemporary Ethical Issues (4 Credits)	-
	Rural Marketing (MKT) (4 Credits)	Financial Inclusion: A Global Prospective (FIN) (4 Credits)		
	Branding in Indian Art and Culture Heritage (MKT) (2 Credits)	Performance Management (HR) (4 Credits)		
	Financing Rural Development (FIN) (4 Credits)			
	Practical Aspects in Indirect Taxation (FIN) (4 Credits)			
	Investment Ethos (FIN) (2 Credits)	Vocational Skill Courses:		
	Contemporary Issues in HRM (HR) (4 Credits)	-		
	Skilling and Usages of AI in HR (HR) (4 Credits)			
	Crisis Leadership: Lessons from the Disasters (2 Credits)			
	AEC (Mandatory):	Value Education Course Basket		OJT, FP, CEP,CC, RP Course
-			-OJT (4 Credits)	