

*Progressive Education Society's*  
**Modern College of Arts, Science and Commerce (Autonomous),**  
**Shivajinagar, Pune 5**

**(An Autonomous College Affiliated to Savitribai Phule Pune University)**

**Framework of**  
**Syllabus For**  
**B.Com. (Marketing Management)**

(Based on NEP 2020 framework)  
(To be implemented from Academic Year 2023-24)

## Semester 1 (First Year)

Course Type	Course	Subject Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
Major Mandatory (4 + 2)	Major Paper 1 (Theory)	23CoComU1101	Financial Accounting I	4	4	40	60	100
	Major Paper 2 (Theory)	23CoMmgU1102	Fundamentals of Marketing	2	2	20	30	50
Major Electives	--	-						
Minor	--	-						
OE (2 + 2)		23CoComU1401	Fundamentals of Trade and Commerce (I)	2	4	40	60	100
		23CpCopU1402	Democracy, Election and Governance	2				
VSC (2)	Major Specific Practical I	23CoMmgU1501	Lab Course on Fundamentals of Marketing	4	2	20	30	50
SEC (2)	Skill Paper 1 (Theory)	23CoComU1601	Business Communication I	2	2	20	30	50
AEC(2),	MIL	23CpCopU1701/ 23CpCopU1702	MIL-I (Hindi) / MIL-I (Marathi)	2	2	20	30	50
VEC (2)	EVS Theory	23CpCopU1801	Environment Science I	2	2	20	30	50
IKS (2)	Major Specific Theory	23CoComU1901	Ancient Indian Economics and Business	2	2	20	30	50
CC (2)	CC-I Course	23CpCopU1001	Online Course Based on Yoga	2	2	20	30	50
<b>Total</b>				<b>24</b>	<b>22</b>	<b>220</b>	<b>330</b>	<b>550</b>

## Semester 2 (First Year)

Course Type	Course	Subject Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
Major Mandatory (4 + 2)	Major Paper 3 (Theory)	23CoComU2101	Financial Accounting II	4	4	40	60	100
	Major Paper 4 (Theory)	23CoMmgU2102	Marketing & Salesmanship	2	2	20	30	50
Major Electives	--	-						
Minor	Minor Paper I	23CoEcoU2301	Introduction to Economics	2	2	20	30	50
OE (2 + 2)	Theory	23CoComU2401	Fundamentals of Trade and Commerce (II)	2	4	40	60	100
	Theory	23CpCopU2402	Fundamentals of Music	2				
VSC (2)	Major Specific Practical II	23CoMmgU2501	Lab Course on Marketing & Salesmanship	4	2	20	30	50
SEC (2)	Skill Paper II (Theory)	23CoComU2601	Business Communication II	2	2	20	30	50
AEC(2),	Theory	23CpCopU2703	English Communication Skills I	2	2	20	30	50
VEC (2)	EVS Theory	23CpCopU2801	Environment Science II	2	2	20	30	50
IKS (2)	--	-	-	-	-	-	-	-
CC (2)	CC-II Course	23CpCopU2001 / 23CpCopU2011 / 23CpCopU2021 / 23CpCopU2031 / 23CpCopU2041 / 23CpCopU2051 / 23CpCopU2061 / 23CpCopU2071	Physical Education / Cultural Activities / NSS / NCC / Fine Arts / Applied Arts / Visual Arts / Performing Arts	2	2	20	30	50
<b>Total</b>				<b>24</b>	<b>22</b>	<b>220</b>	<b>330</b>	<b>550</b>

## Semester 3 (Second Year)

Course Type	Course	Subject Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
<b>Major Mandatory (4 + 4)</b>	Major Core Paper 5 (Theory)	23CoComU3101	Elements of Company Law I	4	4	40	60	100
	Major Paper 6 (Theory)	23CoMmgU3102	Elements of Marketing Management	4	4	40	60	100
<b>Major Electives</b>	--	-						
<b>Minor (4)</b>	Minor Paper II	23CoEcoU3301	Business Economics (Micro)	4	4	40	60	100
<b>OE (2)</b>	--	23CoComU3401	Advanced Study of Trade and Commerce (I)	2	2	20	30	60
<b>VSC (2)</b>	Major Specific Practical II	23CoMmgU3501	Lab Course on Elements of Marketing Management	4	2	20	30	50
<b>SEC (2)</b>	--	--	--	--	--	--	--	--
<b>AEC(2),</b>	English Theory	23CpCopU3703	English Communication Skills II	2	2	20	30	50
<b>VEC (2)</b>	--	--	--	--	--	--	--	--
<b>IKS (2)</b>	--	--	--	--	--	--	--	--
<b>FP/CEP (2)</b>	FP –I	23CoAacU3002	Field Project I	2	2	20	30	50
<b>CC(2)</b>	CC-III	23CpCopU3001	Fitness	2	2	20	30	50
<b>Total</b>				<b>24</b>	<b>22</b>	<b>220</b>	<b>330</b>	<b>550</b>

### Semester 4 (Second Year)

Course Type	Course	Subject Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
Major Mandatory (4 + 4)	Major Paper 7 (Theory)	23CoComU4101	Elements of Company Law II	4	4	40	60	100
	Major Paper 8 (Theory)	23CoMmgU4102	New Trends in Marketing Application	4	4	40	60	100
Major Electives	--	-						
Minor (4)	Minor Paper III	23CoEcoU4301	Business Economics (Macro)	4	4	40	60	100
OE (2)	--	23CoComU4401	Advanced Study of Trade and Commerce (II)	2	2	20	30	50
VSC (2)	--	--	--	--	--	--	--	--
SEC (2)	Skill Paper III (Theory)	23CoComU4601	Organizational Skill Development	2	2	20	30	50
AEC(2),	MIL	23CpCopU4701 / 23CpCopU4702	MIL-II (Hindi ) / MIL-II (Marathi)	2	2	20	30	50
VEC (2)	--	--	--	--	--	--	--	--
IKS (2)	--	--	--	--	--	--	--	--
FP / CEP(2)	CEP –I	23CoMmgU4003	Community Engagement Project	4	2	20	30	50
CC(2)	CC-IV	23CpCopU4001	Health and Wellness	2	2	20	30	50
<b>Total</b>				<b>24</b>	<b>22</b>	<b>220</b>	<b>330</b>	<b>550</b>

### Semester 5 (Third Year)

Course Type	Course	Subject Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
<b>Major Mandatory (4 + 4 + 2)</b>	Major Core Paper 9 (Theory)	23CoComU5101	Auditing and Taxation I	4	4	40	60	100
	Major Paper 10 (Theory)	23CoMmgU5102	Marketing Research and Communication	4	4	40	60	100
	Major Paper 11 (Theory)	23CoMmgU5103	Marketing Strategies and Organisation	2	2	20	30	50
<b>Major Electives</b>	Elective I	23CoComU5201	Business Regulatory Framework I	4	4	40	60	100
	Elective II	23CoComU5202	Business Management - I	4	4	40	60	100
	Elective III	23CoComU5203	Business Environment and Entrepreneurship - I	4	4	40	60	100
	Elective IV	23CoComU5204	Business Mathematics and Statistics I	4	4	40	60	100
<b>Minor (4)</b>	Minor Paper IV	23CoEcoU5301	Indian and Global Economic Development I	4	4	40	60	100
<b>OE (2 + 2)</b>	--	--	--	--	--	--	--	--
<b>VSC (2)</b>	Major Specific Practical III	23CoMmgU5501	Lab Course on Marketing Research and Communication & Marketing Strategies and Organisation	4	2	20	30	50
<b>SEC (2)</b>	--	--	--	--	--	--	--	--
<b>AEC(2),</b>	--	--	--	--	--	--	--	--
<b>VEC (2)</b>		--	--	--	--	--	--	--
<b>IKS (2)</b>		--	--	--	--	--	--	--
<b>FP / CEP(2)</b>	FP –II	23CoMmgU5002	Field Project II	4	2	20	30	50
<b>Total</b>				<b>26</b>	<b>22</b>	<b>220</b>	<b>330</b>	<b>550</b>

### Semester 6 (Third Year)

Course Type	Course	Subject Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
<b>Major Mandatory (4 + 4 + 2)</b>	Major Paper 12 (Theory)	23CoComU6101	Auditing and Taxation II	4	4	40	60	100
	Major Paper 13 (Theory)	23CoMmgU6102	Marketing and Advertising	4	4	40	60	100
	Major Paper 14 (Theory)	23CoMmgU6103	Use of Technology in Marketing	2	2	20	30	50
<b>Major Electives</b>	Elective V	23CoComU6201	Business Regulatory Framework II	4	4	40	60	100
	Elective VI	23CoComU6202	Business Management - II	4	4	40	60	100
	Minor Paper VII	23CoComU6203	Business Environment and Entrepreneurship - II	4	4	40	60	100
	Minor Paper VII	23CoComU6204	Business Mathematics and Statistics II	4	4	40	60	100
<b>Minor (4)</b>	--	23CoEcoU6301	Indian and Global Economic Development II	4	4	40	60	100
<b>OE (2)</b>	--	--	--	--	--	--	--	--
<b>VSC (2)</b>	--	--	--	--	--	--	--	--
<b>SEC (2)</b>	--	--	--	--	--	--	--	--
<b>AEC(2),</b>	OJT	--	--	--	--	--	--	--
<b>VEC (2)</b>	--	--	--	--	--	--	--	--
<b>OJT (4)</b>		23CoMngU6004	On job Training	8	4	40	60	100
<b>FP / CEP(2)</b>		--	--	--	--	--	--	--
<b>Total</b>				<b>26</b>	<b>22</b>	<b>220</b>	<b>330</b>	<b>550</b>

OE : Open Elective

AEC: Ability Enhancement Course

VEC: value Education Courses

CC : Co-Curricular Courses

IKS : Indian Knowledge System

OJT : On Job Training

FP : Field Project

VSC : Vocational Skill Courses CEP : Community Engagement Project