

*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)**

Choice Based Credit System (CBCS) Syllabus Under National Education Policy (NEP)

**To be implemented from Academic Year 2024-2025**

## Level 4.5 (First Year) Semester I

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hr/Week		Evaluation Scheme and Max Marks		
			TH	PR	TH	PR	CE	ESE	Total
Subject 1 T(2)+ (T/P) (2) or T(4)	24CoMgmU1111	Fundamentals of Marketing	2		2		20	30	50
	24CoComU1102	Basics of Accounting I	2		2		20	30	50
Subject 2 T(2)+ (T/P) (2) or T(4)	24CoComU1201	<<Major specific paper >>	2		2		20	30	50
	24CoComU1202	Financial Accounting I	2		2		20	30	50
Subject 3 T(2)+ (T/P) (2) or T(4)	24CoEcoU1301	Business Economics (Micro Economics I)	4		4		40	60	100
IKS T(2)	24CpCopU1901	Generic IKS	2		2		20	30	50
GE/OE (T/P) (2)	24CoComU1401	Fundamentals of Trade and Commerce (I)	2		2		20	30	50
SEC (T) (2)	24CoComU1601	Business Communication I	2		2		20	30	50
AEC T(2)	24CpCopU1701 / 24CpCopU1702	MIL-I (Hindi) / MIL-I (Marathi)	2		2		20	30	50
VECT (2)	24CpCopU1801	Environmental Science	2		2		20	30	50
<b>Total</b>			<b>22</b>	<b>00</b>	<b>22</b>	<b>00</b>			<b>550</b>

## Level 4.5 (First Year) Semester II

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hr/Week		Evaluation Scheme and Max Marks		
			TH	PR	TH	PR	CE	ESE	Total
Subject 1 T(2) + T/P(2) or T(4)	24CoMgmU2111	Marketing and Salesmanship	2		2		20	30	50
	24CoComU2102	Basics of Accounting II	2		2		20	30	50
Subject 2 T(2) + P(2)	24CoComU2201	<<Major specific paper >>	2		2		20	30	50
	24CoComU2202	Financial Accounting II	2		2		20	30	50
Subject 3 T(2) + P(2)	24CoEcoU2301	Business Economics (Micro Economics II)	4		4		40	60	100
GE/OE (T/P)(2)	24CoComU2401	Fundamentals of Trade and Commerce (II)	2		2		20	30	50
SEC T(2)	24CoComU2601	Business Communication II	2		2		20	30	50
AEC T(2)	24CpCopU2703	English Communication Skills I	2		2		20	30	50
VEC T(2)	24CpCopU2801	Democracy, Election and Governance	2		2		20	30	50
CC(2)	24CpCopU2001/24CpCopU2011 / 24CpCopU2021 /24CpCopU2031 / 24CpCopU2041 /24CpCopU2051 / 24CpCopU2061 /24CpCopU2071	Physical Education / Cultural Activities / NSS /NCC /Fine Arts / Applied Arts / Visual Arts / Performing Arts	2		2		20	30	50
<b>Total</b>			<b>22</b>	<b>00</b>	<b>22</b>	<b>00</b>			<b>550</b>

### Level 5.0 (Second Year) Semester III

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hr/Week		Evaluation Scheme and Max Marks		
			TH	PR	TH	PR	CE	EE	Total
Major Core T (2+2 or 4), (T/P) (2)	24CoComU3101	Elements of Company Law I	2		2		20	30	50
	24CoMgmU3102	Elements of Marketing Management	4		4		40	60	100
VSC P(2)	24CoMgmU3501	Lab Course on Marketing Management		2		4	20	30	50
IKS (T/P) (2)	24CoComU3901	Ancient Indian Economics and Business	2		2		20	30	50
FP P(2)	24CoMgmU3002	Field Project I		2		4	20	30	50
Minor (T/P) (2+2 or 4)	24CoEcoU3301	Business Economics (Macro Economics - I)	4		4		40	60	100
GE/OE (T/P) (2)	24CoComU3401	Advanced Study of Trade and Commerce (I)	2		2		20	30	50
AEC T(2)	24CpCopU3703	English Communication Skills II	2		2		20	30	50
CC T(2)	24CpCopU3001	Online Course on Yoga	2		2		20	30	50
<b>Total</b>			<b>18</b>	<b>04</b>	<b>18</b>	<b>08</b>			<b>550</b>

## Level 5.0 (Second Year) Semester IV

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hr/Week		Evaluation Scheme and Max Marks		
			TH	PR	TH	PR	CE	EE	Total
Major Core T(2+2 or 4), (T/P)(2)	24CoComU4101	Elements of Company Law II	2		2		20	30	50
	24CoMgmU4102	New Trends in Marketing Application	4		4		40	60	100
VSC P(2)	24CoMgmU4501	Lab Course on New Trends in Marketing Application		2		4	20	30	50
CEP P(2)	24CpCopU4003	Community Engagement Project		2		4	20	30	50
Minor (T/P)(2+2 or 4)	24CoEcoU4301	Business Economics (Macro Economics II)	4		4		40	60	100
GE/OE (T/P)(2)	24CoComU4401	Advanced Study of Trade and Commerce (II)	2		2		20	30	50
SEC T(2)	24CoComU4601	Organizational Skill Development	2		2		20	30	50
AEC T(2)	24CpCopU4701 / 24CpCopU4702	MIL-II (Hindi) / MIL-II (Marathi)	2		2		20	30	50
CC T(2)	24CpCopU4001	Health and Wellness	2		2		20	30	50
<b>Total</b>			<b>18</b>	<b>04</b>	<b>18</b>	<b>08</b>			<b>550</b>

## Level 5.5 (Third Year) Semester V

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hr/Week		Evaluation Scheme and Max Marks		
			TH	PR	TH	PR	CE	EE	Total
Major Core T(2+2+2+2 or 4 + 2+2 or 4 + 4) P(2+2 or 4)	24CoComU5101	Auditing and Taxation I	4		4		40	60	100
	24CoComU5102	Goods and Services Tax I	2		2		20	30	50
	24CoMgmU5103	Marketing Research and Communication	4		4		40	60	100
	24CoMgmU5104	Marketing Strategies and Organization	2		2		20	30	50
Major Elective (T/P) (2+2 or 4)	24CoComU5201 OR	Business Regulatory Framework I	4		4		40	60	100
	24CoComU5202 OR	Business Management I	4		4		40	60	100
	24CoComU5203 OR	Business Mathematics and Statistics I	4		4		40	60	100
	24CoComU5204	Business Environment and Entrepreneurship I	4		4		40	60	100
VSC P(2)	24CoMgmU5501	Lab Course on Marketing Research and Communication		2		4	20	30	50
FP (2)	24CoMgmU5001	Field Project II		2		4	20	30	50
Minor (T/P) (2)	24CoEcoU5302	Indian Economy	2		2		20	30	50
<b>Total</b>			<b>18</b>	<b>04</b>	<b>18</b>	<b>08</b>			<b>550</b>

## Level 5.5 (Third Year) Semester VI

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hr/Week		Evaluation Scheme and Max Marks		
			TH	PR	TH	PR	CE	EE	Total
Major Core T(2+2+2+2 or 4+2+2 or 4+4) P(2+2 or 4)	24CoComU6101	Auditing and Taxation II	4		4		40	60	100
	24CoComU6102	Goods and Services Tax II	2		2		20	30	50
	24CoMgmU6103	Marketing and Advertising	4		4		40	60	100
	24CoMgmU6104	Use of Technology in Marketing	2		2		20	30	50
Major Elective (T/P) (2+2 or 4)	24CoComU6201 OR	Business Regulatory Framework II OR	4		4		40	60	100
	24CoComU6202 OR	Business Management II OR	4		4		40	60	100
	24CoComU6203 OR	Business Mathematics and Statistics II OR	4		4		40	60	100
	24CoComU6204	Business Environment and Entrepreneurship II	4		4		40	60	100
VSC P(2)	24CoMgmU6501	Lab Course on Marketing and Advertising		2		4	20	30	50
OJT (2)	24CoMgmU6004	On Job Training		4		8	40	60	100
<b>Total</b>			<b>16</b>	<b>06</b>	<b>16</b>	<b>06</b>			<b>550</b>