

Department Of Commerce

Scope-2026



**रट्टा अभ्यास छोडो,
कौशल्यलक्षी शिक्षा से जुडो।**



Our Motto

दिव्यम् ददामि ते चक्षुः

(But you cannot see my cosmic form with these physical eyes of yours.
Therefore, I grant you divine vision. Behold my majestic opulence !)

Vision Of University

The vision for the Department of Arts at Gyanmanjari Innovative University is to cultivate a nurturing environment that fosters creativity, innovation, and diversity in artistic expressions. This vision aims to empower students with a holistic education that integrates theoretical knowledge with practical skills, preparing them to become global professionals capable of addressing contemporary challenges with artistic solutions. Emphasizing value-embedded education, the department seeks to produce world-class artists who contribute positively to society by instilling human values, innovation, and excellence in their artistic endeavors. Through innovative teaching methods and a skill-based curriculum, the Department of Arts envisions nurturing students to their fullest potential, providing them with the tools and mindset to thrive in an ever-evolving artistic landscape.

Mission Of University

The mission for the Department of Arts at Gyanmanjari Innovative University is to nurture artistic talents through a dynamic and inclusive educational environment. It aims to provide a platform that fosters creativity, innovation, and diverse artistic expressions, empowering students to become proficient and socially responsible persons. The mission encompasses the integration of theoretical knowledge with practical skills, preparing students to excel in the global arts arena while upholding values of integrity, creativity, and cultural appreciation. Through dedicated faculty, state-of-the-art resources, and experiential learning opportunities, the Department of Arts at Gyanmanjari Innovative University endeavors to instill a passion for the arts and equip graduates with the tools to positively impact society through their artistic contributions.

About Commerce :

Commerce is the branch of business that focuses on the exchange of goods, services, and information. It involves activities such as trade, transport, banking insurance, advertising, Warehousing and e-commerce, which facilitates the smooth flow of goods and services from producers to consumers.

Why Commerce ?

Studies how resources are allocated to meet human needs
 Involves recording, summarizing, and analyzing financial transactions.
 Examines the operations of businesses and their management.
 Focuses on promoting and selling products and services.
 Manages money and investments.

Why Choose commerce programme for study ?

Commerce opens doors to a variety of career paths in such as accounting, finance, banking, business management, entrepreneurship. Profession like C.A. company secretary, certified public accountant and financial analyst are highly sought after.
 Students gain insights into the corporate world, entrepreneurship and global trade.

Demand for commerce courses

The demands for commerce courses is generally quite high due to the wide range of career opportunities they open up. These courses provide a solid foundation in areas like finance, economics, business studies, accounting, and management, which are applicable across multiple industries.



► Eligibility:



1. Candidates having questions “Am I eligible for pursuing Bachelor of Commerce (B.Com)?” can check the eligibility from this section:

- ✓ Candidates should have passed higher secondary examination with not less than 50% marks from a recognized board.
- ✓ Candidates having academic background in science, commerce and arts stream are eligible to apply for this course.
- ✓ B.Com can be pursued full-time or through correspondence.



► Admission:

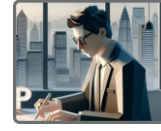
- ✓ Generally, students are admitted in B.Com on the basis of merit. The merit is prepared on the basis of the candidate's performance in higher secondary examinations.
- ✓ Candidates who wish to pursue MBA after the completion of B.Com have to appear for the entrance test namely Common Admission Test (CAT), Management Aptitude Test (MAT), etc.

► Career & Jobs:

- ✓ A career in commerce offers immense growth as demand for professionals is always on a high. Job opportunities exist right after the programme. Jobs for B.Com graduates exist in India as well as abroad.
- ✓ After completion of B.Com, you can apply in any organization for the post of accountant. Every company requires an accountant to keep track the profit and loss of their company. One must have knowledge in areas like Basic Principles of Accountancy, Cost Accounting and Management Accounting to be an accountant. Other than accounting, there are many career options in this field.

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► Career as a Chartered Accountant:



- ✓ You can also work as a tax consultant after completion of graduation and can gain experience.
- ✓ Interested candidates can also apply in the banking field. Every year, many private and government banks hire fresh B.com graduates. Candidates can work in public as well as in the private sector. You can apply for government jobs like banks, UPSC, etc.
- ✓ The course also prepares the students for CA and CS. Chartered Accountant (CA) / Cost and Work Accountant (CWA) / Company Secretary (CS) are the advanced career options in this field.

► Do you want to do higher studies in this field?



Individuals also have the option to pursue higher studies after B.com. They can apply for Master of Commerce (M.Com) or Master of Business Administration (MBA). M.Com is the postgraduate course focused on commerce, accounting, management and economics-related subjects. The Master of Commerce includes 2 years of full-time study. After getting a master's degree, the job opportunities will increase.

Based on specialization, Candidates having M.com degree can find employment in financial services, marketing, project management. They also often work in general management and business consulting firms.



Later, candidates can do research programs (Ph.D) in this field. They have the opportunity to apply for Doctor of Commerce (D.Com), Doctor of Business Administration (DBA), or a Doctor of Philosophy (Ph.D) degree programs. A student can also opt for LLB after B.Com. Business Law is one of the best options in it.



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Program Outcome



Effective Leadership Skills :

Graduates will develop strong leadership abilities, enabling them to guide and inspire teams towards achieving organizational goals.



Strategic Decision-Making :

Students will gain proficiency in making informed and strategic decisions, equipping them to address complex business challenges.



Communication Proficiency :

The program hones communication skills, ensuring graduates can convey ideas clearly, and fostering collaboration in diverse professional settings.



Problem-Solving Expertise :

Graduates will excel in identifying and solving business problems, applying critical thinking and analytical skills to navigate various situations.



Global Business Awareness :

The curriculum instills an understanding of global business trends, preparing students to thrive in an interconnected and dynamic international landscape.



Ethical Decision-Making :

Emphasis is placed on ethical considerations, enabling graduates to make principled decisions that contribute to responsible and sustainable business practices.



Team Collaboration :

Students will cultivate effective teamwork skills, learning to collaborate with diverse individuals to achieve collective objectives.



Adaptability and Innovation :

The program fosters adaptability and innovation, empowering graduates to navigate change and contribute to the development of innovative solutions within organizations.



Project Management Competence :

Graduates will possess the skills to plan, execute, and oversee projects efficiently, meeting objectives within specified time lines and budgets.



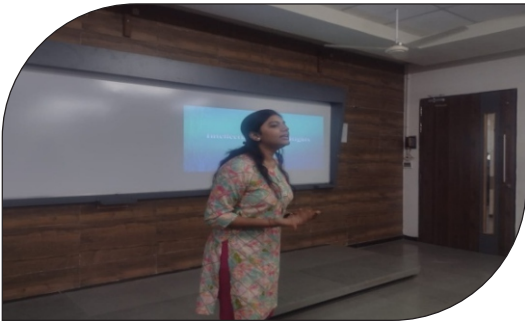
Entrepreneurial Mindset :

The curriculum encourages an entrepreneurial mind set, equipping students with the skills and mindset to identify opportunities and drive business innovation.

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► Leadership Skill



► Bridge Course



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► MOU



► Corporate Activities



► Mento - Mentee



Our institution offers comprehensive mentor-mentee services designed to empower individuals at every stage of their professional journey. Through personalized matching, we connect mentees with experienced mentors who provide guidance, support, and industry insights. Our structured programs foster meaningful relationships, enhancing skill development, goal attainment, and career advancement.

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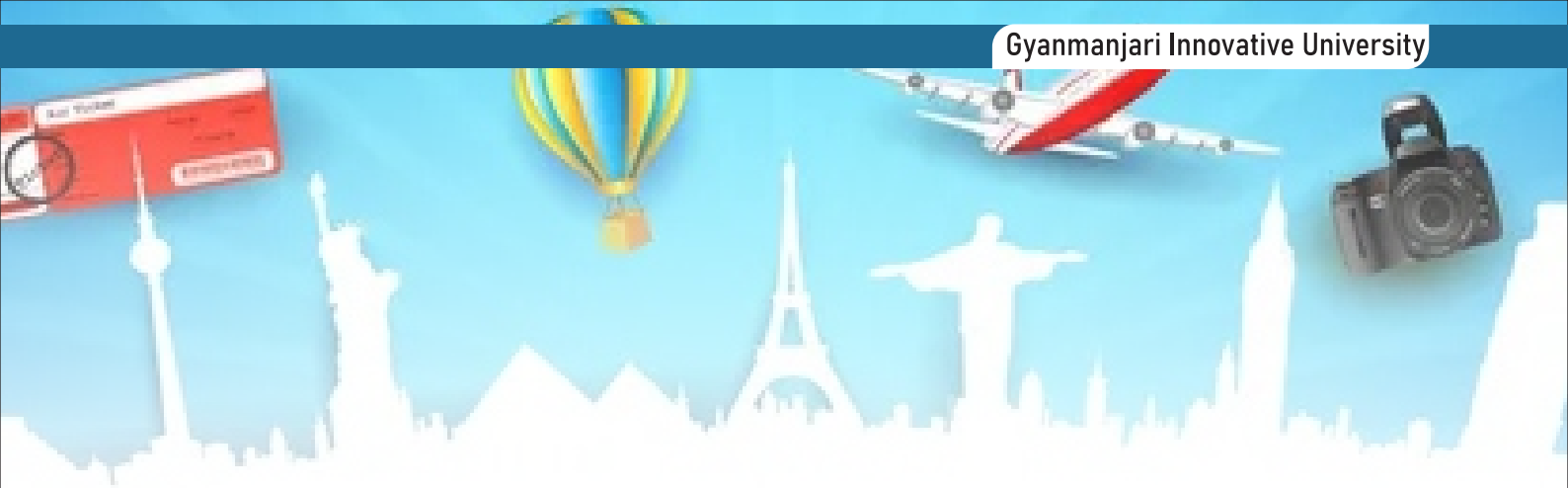


We prioritize diversity and inclusion, ensuring equitable access to mentorship opportunities for all. With tailored resources, workshops, and networking events, we create a collaborative environment conducive to growth and learning. Our mentor-mentee services are a cornerstone of our commitment to cultivating talent, promoting leadership, and driving organizational success.

► Flip Mode Class



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► Heritage Tour



► Cultural Activities



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► Role of Commerce

Commerce play a crucial role in the economy by facilitating the exchange of goods and erivices it involves the activity. Transaction and processes that help businesses and individuals buy sell and trade. The role of commerce can be broken down into servel key functions .

► Key Skills :

Analytical Skills : Ability to analyze financial data business trends,and market conditions. And skills in interputing financial statements,rations and economic factors.

Numerical Ability : Strong mathematical skills for handling accounts, statistics, and taxations. Knowledge of percentages ,interest rates and calculatins in business context.

Finnancial management : Skills in bugeting cost controlling investment, management ,and financial decision making.

Ethical jugement : Understanding business ethics and compliancewith regulatins to maintain transparency.

► Top Companies Hiring Commerce Students

TATA CONSULTANCY SERVICES



ICICI BANK



INFOSYS



AXIS BANK



WIPRO



ADITYA BIRLA GROUP



RELIANCE INDUSTRIES LIMITED



MAHINDRA & MAHINDRA



HINDUSTAN UNILEVER LIMITED



ITC LIMITED



► Important commerce skills

Commerce skills are crucial because they equip individuals with the knowledge and abilities needed to navigate the business world effectively. Whether you're pursuing a career in business, entrepreneurship, or any other field that interacts with the economy, these skills help you make informed decisions, solve problems, and communicate effectively.

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► Life of Commerce Graduates :

Exploring Job Opportunities : Right after graduation, many commerce graduates start by exploring job roles that align with their degree, such as in finance, accounting, marketing, sales, or business management. Entry level positions are common, and graduates may work as accountants, financial analysts, marketing assistants, or Business consultancy

Learning and Growing : The first few years in the job are often a learning curve. Graduates get to apply their theoretical knowledge to real-world scenarios, gaining valuable hands-on experience in their field. It's a time when they might pursue certifications (e.g., CA, CFA, MBA) to enhance their qualifications.

Specialization : As they gain experience, commerce graduates often choose to specialize in specific areas, such as investment banking, corporate law, taxation, auditing, or entrepreneurship. Specialization can lead to higher-paying and more senior positions within companies or organizations.

The Climbing Corporate Ladder : With dedication and expertise, commerce graduates often progress to managerial, director, or even executive roles. Many reach positions like Chief Financial Officer (CFO), Marketing Director, or Business Development Manager after years of hard work and strategic career moves.

Professional Development : The business world is constantly evolving with new technologies, market dynamics, and regulations. Successful commerce graduates tend to continue learning, whether through further education certifications, or on-the-job training, to stay competitive and advance in their careers.

International Exposure : Many commerce graduates find opportunities to work with multinational companies or even move abroad. The skills gained in commerce are globally recognized, so working in different countries or dealing with international clients is often a possibility for those who are open to global mobility.

Mentorship and Giving Back : As they progress in their careers, many experienced commerce professionals also take on mentoring roles or involve themselves in community service, passing on their knowledge to the next generation .

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► Sector Wise Current Salary Trend

The salary scope for management graduates varies widely depending on factors like industry, experience, and location. Entry-level positions often offer competitive salaries, with potential for rapid growth. With several years of experience and a strong skill set, management graduates can command significantly higher salaries, sometimes reaching six figures or more.

IT Services	₹ 4 L - 15 L/Annum (Approx)	Media, Entertainment and Telecommunications	₹ 4 L - 15 L/Annum (Approx)
BFSI	₹ 2.5 L - 12 L/Annum (Approx)	Health care and Life Sciences	₹ 2.5 L - 12 L/Annum (Approx)
BPM	₹ 2 L - 10 L/Annum (Approx)	Consumer, Retail and Hospitality	₹ 2 L - 10 L/Annum (Approx)
Technology	₹ 3 L - 15 L/Annum (Approx)	Infrastructure, Transport and Real-Estate	₹ 3 L - 15 L/Annum (Approx)

:india, top companies actively hiring management students include Tata Consultancy Services (TCS), Reliance Industries, and HDFC Bank and many more. In Gujarat, leading firms such as Adani Group and many more companies offer opportunities. Bhavnagar, a growing industrial hub, is seeking management talent.

► Importance of commerce graduates in top companies :

Commerce graduates play a crucial role in top companies for several reasons. Their education equips them with a diverse skill set that is highly valued across industries. Here's why they're important:

Commerce graduates typically have a strong foundation in accounting, finance, and economics. These skills are essential for managing budgets, analyzing financial statements, forecasting, and ensuring a company remains profitable and efficient.

Many commerce programs include courses on business management, marketing, and strategy. Graduates are often well-prepared to think critically about business operations, market trends, and competition, which helps companies make strategic decisions

Overall, commerce graduates are key drivers of success, guiding companies through challenges and supporting their continual development.

Why Marketing, Human Resource, Finance & other industries creates more Employment :

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Marketing, human resources, finance, and related industries are pivotal for business success, creating substantial employment by driving product demand, managing personnel, and handling financial operations.

These industries generate diverse job opportunities through roles in advertising, research, recruitment, training, accounting, investment, and financial planning.

The constant adaptation to market changes and technology ensures a dynamic job market within these sectors.

► Commerce After Bachelor's Degree :

After completing a Bachelor's degree in Commerce (B.Com), there are several pathways you can take, depending on your interests, career goals, and the skills you want to develop. Commerce graduates have a wide range of opportunities across various industries, whether they want to Master of Commerce (M.Com) · specializations in areas like Advanced Accounting, Economics, Banking, and Taxation. Master of Business Administration (MBA) Master of Financial Management (MFM) program focuses on financial management, investment strategies, and financial markets. It's ideal for those who want to specialize in finance. Chartered Accountancy (CA), Company Secretary (CS), Cost Management Accounting (CMA), Chartered Financial Analyst (CFA)

► Opportunity for Study in Abroad

Studying abroad in commerce offers a great way to broaden your understanding of global markets, finance, economics, and business practices. Many countries have renowned universities that offer top-tier business programs. United Kingdom, Canada, Australia: Singapore, European Union.

Particularly in core subjects like accounting, finance, and economics, as companies seek candidates with a solid understanding of business fundamentals.

Professional certifications such as CA, CMA, or CFA can provide an edge, especially for roles in finance or accounting. Internships or practical experience are also highly valued, as they allow candidates to apply theoretical knowledge in real-world settings and gain industry exposure.

Additionally, employers look for excellent communication and analytical skills, as well as proficiency in tools like Excel or financial modeling. Soft skills, such as teamwork, problem-solving, and adaptability, are equally important, as they demonstrate a candidate's ability to navigate dynamic work environments.

Staying updated on industry trends and conducting thorough research about potential employers can also significantly enhance a candidate's chances during pre-placement processes..

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Campus Drive @ GMIU

The campus drive at GMIU is a dynamic event that serves as a bridge between academia and industry. It typically involves companies visiting the university to recruit students for internships and full-time positions. These drives provide students valuable exposure to real-world career opportunities and help them network with potential employers. Simultaneously, companies benefit by identifying and hiring promising talent. Campus drives are a crucial component of a university's mission to prepare students for successful careers in their chosen fields.

Skill Development Programme



A skill development program in a commerce college aims to equip students with practical skills in areas like accounting, finance, and digital tools to enhance their employability. Through workshops, internships, and real-world, students gain hands-on experience, preparing them for successful careers in the business sector.

► Workshop :

Workshops for Commerce students at GMIU offers practical insights into leadership, decision-making, and organizational skills. Through interactive sessions, case studies, and group activities, students develop critical thinking, problem-solving abilities, and teamwork. These workshops bridge the gap between theory and real-world application, preparing future managers for diverse challenges.

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▶ Expert Lecture :

Expert Lectures at GMIU for Commerce students covers a diverse range of topics, from leadership and organizational behavior to strategic planning and marketing. These lectures aim to enhance critical thinking, problem-solving skills, and decision-making abilities. Guest speakers from the industry often provide real-world insights, fostering practical knowledge application.



▶ Industry Visit :

Industrial visits are invaluable for Commerce students. Industrial trips at GMIU provide practical insights into organizational operations, Commerce practices, and real-world challenges. Students gain first hand exposure to production processes, supply chain Commerce, and corporate culture, enhancing their theoretical knowledge. These experiences foster a holistic understanding of business and prepare students for future leadership roles.



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Industry Visit

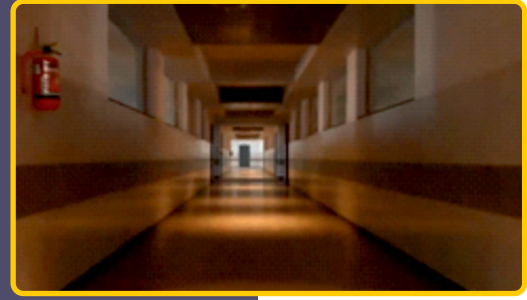
Industry training in the commerce department offers students a chance to gain hands-on experience in real-world business settings. It allows them to apply classroom knowledge in areas like accounting, finance, and management while understanding industry practices and challenges. This training enhances their professional skills, making them more competitive and job-ready upon graduation.



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Campus Facilities:

MODERN ARCHITECTURE



SERENE LIBRARY



COMPUTER LAB



The campus facilities for commerce students at GMIU are state-of-the-art, offering a conducive environment for learning and growth. These include modern classrooms, well-equipped computer labs, a comprehensive library, dedicated study areas, a cafeteria, and spacious auditoriums for seminars and presentations. These resources enhance the overall educational experience.

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▶ Sports Event:

Sports events at GMIU provide valuable insights for commerce students. They exemplify teamwork, leadership, and strategic planning, showcasing how organizations coordinate diverse talents for success. These events involve marketing, budgeting, logistics, and risk management, offering real-world lessons in project management. Analyzing sports commerce can yield insights applicable to various industries.



▶ Active Learning Activities (ALA):

Active Learning Activities (ALA) engage students in hands-on, participatory experiences to enhance comprehension and retention. These activities promote critical thinking, collaboration, and application of knowledge, fostering a dynamic learning environment.

- **Comprehensive Transformation** : NEP 2020 is an extensive overhaul of India's education system, replacing the 1986 policy, with a focus on holistic development.
- **Flexibility and Multilingualism** : The policy promotes flexibility in subject choice, multilingual instruction, and a competency-based learning approach.
- **Technology Integration and Teacher Training** : NEP advocates for technology integration in education, teacher professional development, and continuous training.
- **Higher Education Reforms and Inclusion** : The policy introduces changes in higher education, emphasizes research and innovation, and aims to address issues of equity and inclusion.
- **Dual Degree program / Integrated course** : GMIU offers a Dual Degree program, for those who are interested in twice specializations or Degrees, we are provided a dual degree program where students can get the degrees at the same time in a given time.

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CA syllabus matching with B.com at GMIU

Sr. No.	Topic	CA		B.com	
		Level	Subject	Level	Subject
1	Company Accounts	CA Foundation	Accounting	B.com Sem 1	Corporate Accounting
2	Accounting Standards	CA Foundation	Accounting	B.com Sem 1	Corporate Accounting
3	Rectification of Errors	CA Foundation	Accounting	B.com Sem 1	Corporate Accounting
4	Trial Balance	CA Foundation	Accounting	B.com Sem 1	Corporate Accounting
5	Ledgers	CA Foundation	Accounting	B.com Sem 1	Corporate Accounting
6	Journal entries	CA Foundation	Accounting	B.com Sem 1	Corporate Accounting
7	Accounting for Share Capital	CA Foundation	Accounting	B.com Sem 1	Corporate Accounting
8	Accounting for Share Debentures	CA Foundation	Accounting	B.com Sem 1	Corporate Accounting
9	Sets, Relations and Functions, Basics of Limits and Continuity functions	CA Foundation	Quantitative Aptitude	B.com Sem 1	Business Mathematics
10	Probability	CA Foundation	Quantitative Aptitude	B.com Sem 1	Business Mathematics
11	Theory of Production & Cost	CA Foundation	Business Economics	B.com Sem 1	Managerial Economics
12	Price Determination in Different Markets	CA Foundation	Business Economics	B.com Sem 1	Managerial Economics
13	Theory of Demand & Supply	CA Foundation	Business Economics	B.com Sem 1	Managerial Economics
14	Basic Concepts	CA Intermediate	Taxation	B.com Sem 3	Income Tax Laws & Practices
15	Residential status and scope of total income	CA Intermediate	Taxation	B.com Sem 3	Income Tax Laws & Practices
16	Income From Salary	CA Intermediate	Taxation	B.com Sem 3	Income Tax Laws & Practices
17	Income From House Property	CA Intermediate	Taxation	B.com Sem 3	Income Tax Laws & Practices

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CA syllabus matching with B.com at GMIU

18	Nature, Objective, Scope of Audit	CA Intermediate	Auditing & Ethics	B.com Sem 3	Auditing, Assurance and Internal Control
19	Risk Assessment & Internal Control	CA Intermediate	Auditing & Ethics	B.com Sem 3	Auditing, Assurance and Internal Control
20	Audit Evidence	CA Intermediate	Auditing & Ethics	B.com Sem 3	Auditing, Assurance and Internal Control



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SUBJECTS :

B.COM

No.	Subjects Name	Credit
Semester - 1		
1.	Corporate Accounting	4
2.	Business Mathematics	4
3.	Business Management & Startups	4
4.	Managerial Economics	4
5.	English	2
6.	Leadership & Team Management (Life Skills)	2
7.	Indian Health and Wellness	2
Semester - 2		
1.	Financial Accounting	4
2.	Corporate Finance and Investment	4
3.	Principles of Marketing	4
4.	Political Science	4
5.	Communication Skills	2
6.	Office Essentials	2
7.	Ethics and Professional Conduct	2
Semester - 3		
1.	Management Accounting and Decision Making	4
2.	Income Tax Law & Practices	4
3.	Production and Operations Management	4
4.	Human Resource Management	4
5.	Business Communication	2
6.	Advanced Computing Tools	2
7.	Liberal Arts	2

No.	Subjects Name	Credit
Semester - 4		
1.	Cost Accounting	4
2.	Auditing, Assurance & Internal control	4
3.	Entrepreneurship Development	4
4.	Business Ethics & Corporate Governance	4
5.	Etiquette and Mannerism	2
6.	Negotiation & Persuading Skills	2
7.	Environmental Studies	2
Semester - 5		
1.	Ind. AS and IFRS	4
2.	Advance Accounting	4
3.	Enterprise Information System (EIS)	4
4.	Corporate & Business Law / Mooc Course	4
5.	Indian Economy	4
6.	E-commerce	2
7.	Ind. AS and IFRS	4
Semester - 6		
1.	International Finance and Trade	4
2.	Financial Derivatives and Risk Management	4
3.	Corporate Ethics & Social Responsibility	4
4.	Research Methodology / Mooc Course	4
5.	French	2
6.	Internship	4
Semester - 7		
1.	Personal Tax Planning & Management	4
2.	Financial Markets and Institutions	4
3.	RM-Data Analysis	4
4.	Organizational Behavior / Mooc Course	4
5.	On The Job Training / Research Project	6

No.	Subjects Name	Credit
	Semester - 8	
1.	Advanced Corporate Finance	4
2.	Behavioural Finance	4
3.	Applied Finance with VBA	4
4.	Employment Law / Mooc Course	4
5.	On The Job Training / Research Project	6

B.COM (Marketing)

No.	Subjects Name	Credit
Semester - 1		
1.	Product and Brand Management	4
2.	Marketing Management	4
3.	Business Management & Startups	4
4.	Managerial Economics	4
5.	English	2
6.	Leadership & Team Management (Life Skills)	2
7.	Indian Health and Wellness	2
Semester - 2		
1.	Retail Marketing Management	4
2.	Agriculture and Rural Marketing	4
3.	Fundamentals Of Accounting	4
4.	Political Science	4
5.	Communication Skills	2
6.	Office Essentials	2
7.	Ethics and Professional Conduct	2
Semester - 3		
1.	Marketing of Services	4
2.	Social Media & Digital Marketing	4
3.	Production and Operations Management	4
4.	Human Resource Management	4
5.	Business Communication	2
6.	Advanced Computing Tools	2
7.	Liberal Arts	2
Semester - 4		
1.	Global Marketing	4
2.	Integrated Marketing Communications	4
3.	Entrepreneurship Development	4
4.	Business Statistics /Mooc Course	4
5.	Etiquette and Mannerism (Non Verbal Communication)	2
6.	Negotiation & Persuading Skills	2
7.	Environmental Studies	2

No.	Subjects Name	Credit
Semester - 5		
1.	Current Issues & Emerging Challenges in Marketing	4
2.	Green Marketing	4
3.	Logistics & Supply Chain Management	4
4.	Corporate & Business Law / Mooc Course	4
5.	Indian Economy	4
6.	E-commerce	2
Semester - 6		
1.	Affiliate marketing	4
2.	Media & Entertainment Management	4
3.	Sales Force Management	4
4.	Research Methodology / Mooc Course	4
5.	French	2
6.	Internship	4
Semester - 7		
1.	Sales & Distribution Management	4
2.	Marketing Environment	4
3.	RM-Data Analysis	4
4.	Organizational Behavior / Mooc Course	6
5.	On The Job Training / Research Project	4
Semester - 8		
1.	Customer relationship management(CRM)	4
2.	Strategic Management	4
3.	International Marketing	4
4.	Employment Law / Mooc Course	4
5.	On The Job Training / Research Project	6

B.COM Honors in Banking & Insurance

No.	Subjects Name	Credit
Semester - 1		
1.	Principle of Insurance	4
2.	Principle and Practice of Banking	4
3.	Business Management & Startups	4
4.	Managerial Economics	4
5.	English	2
6.	Leadership & Team Management (Life Skills)	2
7.	Indian Health and Wellness	2
Semester - 2		
1.	Insurance Management and Practices	4
2.	Modern Banking System	4
3.	Principles of Marketing	4
4.	Political Science	4
5.	Communication Skills	2
6.	Office Essentials	2
7.	Ethics and Professional Conduct	2

M.COM Finance and Accounting

Semester - 1		
1.	Financial Accounting and Analysis	4
2.	Quantitative Methods for Business Decisions	4
3.	Marketing Management	4
4.	Business Environment	4
5.	Strategic Management	4
Semester - 2		
1.	Accounting for Managers	4
2.	Business Ethics & Corporate Social Responsibility	4
3.	Project Management	4
4.	International Business	4
5.	RM-Data Analysis	4

No.	Subjects Name	Credit
Semester - 3		
1.	Financial Accounting for Managers	4
2.	Advanced Cost and Management Accounting	4
3.	Personal Financial Management	4
4.	Organisational Behaviour	4
5.	Entrepreneurship and Innovation Management/Mooc Course	4
6.	Summer Internship Program	4
Semester - 4		
1.	Portfolio Management	4
2.	Advance Auditing and Assurance	4
3.	International Finance	4
4.	Legal Aspects of Business	4
5.	Management Information System	4
6.	Research Project	6

M.COM in MARKETING & MANAGEMENT

Semester - 1		
1.	Financial Accounting and Analysis	4
2.	Quantitative Methods for Business Decisions	4
3.	Marketing Management	4
4.	Business Environment	4
5.	Strategic Management	4
Semester - 2		
1.	Accounting for Managers	4
2.	Business Ethics & Corporate Social Responsibility	4
3.	Project Management	4
4.	International Business	4
5.	RM-Data Analysis	4

No.	Subjects Name	Credit
Semester - 3		
1.	Product and Pricing Strategies	4
2.	Advertising and Sales Promotion	4
3.	Web Marketing	4
4.	Organisational Behaviour	4
5.	Entrepreneurship and Innovation Management / Mooc Course	4
6.	Summer Internship Program	4
Semester - 4		
1.	Sales & Distribution Management	4
2.	International Marketing	4
3.	Customer Relationship Management	4
4.	Legal Aspects of Business	4
5.	Management Information System	4
6.	Research Project	0

M.COM BANKING & INSURANCE

Semester - 1		
1.	Financial Accounting and Analysis	4
2.	Quantitative Methods for Business Decisions	4
3.	Marketing Management	4
4.	Business Environment	4
5.	Strategic Management	4
Semester - 2		
1.	Accounting for Managers	4
2.	Business Ethics & Corporate Social Responsibility	4
3.	Project Management	4
4.	International Business	4
5.	RM-Data Analysis	4

No.	Subjects Name	Credit
Semester - 3		
1.	Banking and Financial Services	4
2.	Banking Operations and Innovation	4
3.	International Banking and Foreign Exchange	4
4.	Organisational Behaviour	4
5.	Entrepreneurship and Innovation Management / Mooc Course	4
6.	Summer Internship Program	4
Semester - 4		
1.	Insurance and Risk Management	4
2.	Insurance Marketing & Sales	4
3.	Life & Health Insurance	4
4.	Legal Aspects of Business	4
5.	Management Information System	4
6.	Research Project	6

Faculty Profile



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