

COURSE CURRICULUM FRAMEWORK UNDER AUTONOMY

Program: B.Com

Department: Commerce

Semester I		
Course code	Course Title	Credits
CCOM101	Introduction to Business Introduction to Business Business Environment Entrepreneurship	03
Semester II		
CCOM201	Introduction to Service Sector Concept of Services Retailing E-Commerce	03
Semester III		
CCOM301	Principles of Management Introduction to Management Planning & Decision Making Organising Directing & Controlling	04
CCOM302	Advertising -I Introduction to Advertising Media in Advertising Economic & Social Aspects of Advertising Advertising Agency	03
CCOM303	Marketing Management Marketing Management and Marketing Environment Marketing Mix-I & II Marketing Mix- III Marketing Mix- IV	03
Semester IV		
CCOM401	Fundamentals of Finance & Quality Management Introduction to Financial Concepts Financial Markets & Regulatory Framework Recent Trends in Finance Introduction to Quality Management	04
CCOM402	Advertising -II Planning advertising Campaign Fundamentals of Creativity in Advertising Implementation Plan Evaluation of Advertising	03
CCOM403	Marketing Strategies Marketing Strategies	03

	Consumer Behaviour, Market Segmentation & Targeting Customer Relationship Management & Digital Marketing Market Research	
Semester V		
CCOM501	Introduction to Marketing (MHRM) Introduction to Marketing Marketing Decisions I Marketing Decisions II Key Marketing Dimensions	05
CCOM502AC	Management & Organisation Development -I Introduction Functions of Management Environmental Context of Management Managing strategy & Strategic Planning	5.5
CCOM503AC	Export Marketing -I Introduction to Export Marketing Global Framework for Export Marketing India's Foreign Trade Policy Export Incentives and Assistance	4.5
Semester VI		
CCOM601	Human Resource Management Human Resource Management Talent Management (HRD) Human Relations Trends in Human Resource Management	05
CCOM602AC	Management & Organisational Development -II Organisational Development Employee Relations & Participative Management Knowledge Management Contemporary Practices in Management	5.5
CCOM603AC	Export Marketing -II Product and pricing Decisions in Export Marketing Export Finance & Risk Insurance Export Procedure Export Documents	4.5