

Syllabus for four years B.Com in Marketing
Subject under CBCS system and Semester System as per UGC
Regulations

(Curriculum and Credit framework for undergraduate programme)

(Group-B) Marketing

(A) Major Core Courses

Sl. No.	Sem	Type of Course	Course Code	Name of Course	Credits	Marks CIA+ESE 30+70
1.	I	MJC-1	BCMK/MJ C-1	Principles and Functions of Management	6	100
2.	II	MJC-2	BCMK/MJ C-2	Principles and Functions of Marketing	6	100
3.	III	MJC-3	BCMK/MJ C-3	Sales and Distribution Management	5	100
4.	III	MJC-4	BCMK/MJ C-4	Advertising Management	4	100
5.	IV	MJC-5	BCMK/MJ C-5	Tourism Marketing	5	100
6.	IV	MJC-6	BCMK/MJ C-6	Rural Marketing in India	5	100
7.	IV	MJC-7	BCMK/MJ C-7	Service Marketing	5	100
8.	V	MJC-8	BCMK/MJ C-8	Consumer Behaviour	5	100
9.	V	MJC-9	BCMK/MJ C-9	Digital Marketing	5	100
10.	VI	MJC-10	BCMK/MJ C-10	Event Management	4	100
11.	VI	MJC-11	BCMK/MJ C-11	International Marketing	5	100
12.	VI	MJC-12	BCMK/MJ C-12	Business Economics	5	100
13.	VII	MJC-13	BCMK/MJ C-13	Business Law	5	100
14.	VII	MJC-14	BCMK/MJ C-14	Research Methodology	5	100
15.	VII	MJC-15	BCMK/MJ C-15	Company Law	6	100
16.	VIII	MJC-16	BCMK/MJ C-16	Business Communication	4	100

Sub Total = 80

Note:

MJC – Major Course

BCMK- B.Com in Marketing

CIA- Continuous Internal Assessment

ESE- End Semester Examination

Manish
14/06/23

Anita
14-06-2023

Prakash
14-06-2023

Manish
14/06/23

(B) Minor Courses (MIC) to be offered by the Department for students of other Departments of Commerce

Sl. No.	Sem	Type of Course	Course Code	Name of Course	Credits	Marks CIA+ESE 30+70
1.	I	MIC-1	BCMK/MIC-1	Principles & Functions of Marketing	3	100
2.	II	MIC-2	BCMK/MIC-2	Advertising Management	3	100
3.	III	MIC-3	BCMK/MIC-3	Sales & Distribution Management	3	100
4.	IV	MIC-4	BCMK/MIC-4	Consumer Behaviour	3	100
5.	V	MIC-5	BCMK/MIC-5	Rural Marketing in India	3	100
6.	V	MIC-6	BCMK/MIC-6	Tourism Marketing	3	100
7.	VI	MIC-7	BCMK/MIC-7	Service Marketing	3	100
8.	VI	MIC-8	BCMK/MIC-8	Digital Marketing	3	100
9.	VII	MIC-9	BCMK/MIC-9	Event Management	4	100
10.	VIII	MIC-10	BCMK/MIC-10	International Marketing	4	100

Sub Total = 32

Note: The Department may reduce the syllabus of the Minor Courses as per the credit distribution. The Department concerned may also decide practical courses.

(C) Multidisciplinary Courses to be offered

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	I	MDC-1	To be selected from the basket	3	100
2.	II	MDC-2	To be selected from the basket	3	100
3.	III	MDC-3	To be selected from the basket	3	100

Sub Total = 09

(D) Ability Enhancement Courses to be offered

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	I	AEC-1	MIL	2	100
2.	II	AEC-2	Environmental Science	2	100
3.	III	AEC-3	Disaster Risk Management	2	100
4.	IV	AEC-4	NCC/NSS/NGOs/Social Service/ Scout and Guide/Sports	2	100

Sub Total = 08

(E) Skill Enhancement Courses to be offered

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	I	SEC-1	To be selected from the basket	3	100
2.	II	SEC-2	To be selected from the basket	3	100
3.	III	SEC-3	To be selected from the basket	3	100

Sub Total = 09

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(F) Value Added Courses to be offered

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	I	VAC-1	To be selected from the basket	3	100
2.	II	VAC-2	To be selected from the basket	3	100

Sub Total = 06

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	v	INT-1	Summer Internship	4	100

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	VIII	RP-1	Research/Dissertation	12	100

Grand Total = 140 Credits

(G) Basket for Multidisciplinary Courses (MDC)

To be decided by Respective Department

(H) Basket for Skill Enhancement Courses (SEC)

See at the end of structure (this booklet)

(I) Basket for Value Added Courses (VAC)

See at the end of structure (this booklet)

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