	Subject Allotment – TY B. Com (Management Studies) Academic Year – 2026-2027 SEMESTER – V				
Sr. No		Subject Code	Subjects	Credits	BOS
	MAJOR				
1	(Marketing)	1255111	Tourism Marketing Management	4	
2		1255112	E- Commerce	4	
3		1255113	Kautilya's Trading Philosophy	2	
4	ELECTIVE	1255120	Supply Chain Management	4	
5	MINOR	1245211	Fundamentals of Marketing Management	4	B.Com. Financial Markets
6	VSC	1255411	Marketing Ethics	2	
7	CEP(Community Engagement Program	2525611	Social Media as a Community Engagement Platform	2	
				22 Credits	

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	Subject Allotment – TY B. Com (Management Studies) Academic Year – 2026-2027 SEMESTER – VI				NEP
Sl No		. Subject Code	Subjects	Credits	
	MAJOR				
1	(Marketing)		International Marketing	4	
2			Rural Marketing	4	
3			Branding in Indian Art & Culture Heritage	2	
4	ELECTIVE		Export Marketing Practices and Procedures	4	
5	MINOR		Principle of Human Resource Mgt.	4	BOS in Financial Mkt.
6	OJT		On job training	4	
				22 Credits	

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