



DR. RAMMANOHAR LOHIA AVADH UNIVERSITY, AYODHYA

Structure of Syllabus for the

Program: M. Com., Subject: COMMERCE

Structure of Syllabus Developed by			
Name of BoS Convener/ BoS Member	Designation	Department	College/ University
Prof. Himanshu Shekhar Singh	Dean	Commerce	Dr. RLA University, Ayodhya
Prof. Jai Shankar Shukla	Convener	Commerce	KNIPSS, Sultanpur
Prof. Rajeev Kumar Agrawal	Member	Commerce	Shri Lal Bahadur Shastri Degree College, Gonda
Prof. Mirza Shahab Shah	Member	Commerce	KS Saket PG College, Ayodhya
Prof. Rashid Ali	Member	Commerce	KNIPSS, Sultanpur
Prof. Surya Bhan Singh	External Member	Commerce	MMM PG College, Kalakankar
Dr. Kumar Singh	Member	Commerce	BBD. P.G. College, Parityashram..

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R. Agrawal

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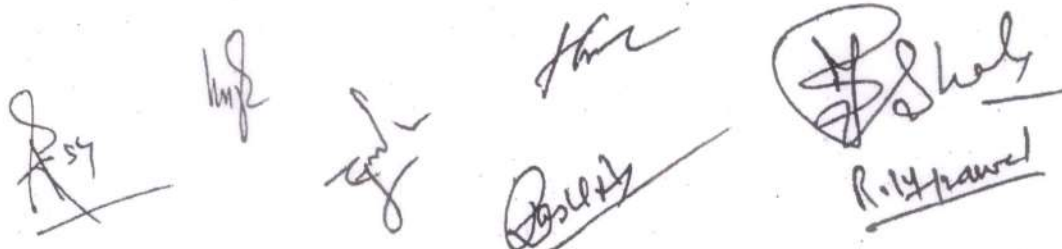
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Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
SEMESTER I (YEAR I)						
C010701T	CORE	Statistical Analysis	5	T	25	75
C010702T	CORE	Accounting for Managerial Decisions	5	T	25	75
C010703T	CORE	Organizational Behavior	5	T	25	75
C010704T	FIRST ELECTIVE (Select any one)	Digital Marketing and E-Commerce X	5	T	25	75
C010705T		Advertising and Sales Management	5	T	25	75
C010706P	SECOND ELECTIVE (Select any one)	Project Presentation on Digital Marketing and E-Commerce X	5	P	50	50
C010707P		Project Presentation on Advertising and Sales Management	5	P	50	50

SEMESTER II (YEAR I)						
C010801T	CORE	Business Research Methodology	5	T	25	75
C010802T	CORE	Financial Management	5	T	25	75
C010803T	CORE	Marketing Management	5	T	25	75
C010804T	GENERIC THIRD ELECTIVE (Select any one)	Advanced Corporate Accounting and Reporting X	5	T	25	75
C010805T		Management of small Business	5	T	25	75
C010806P	FOURTH ELECTIVE (Select any one)	Project Presentation on accounting and reporting of any Company or MSME/ Large industry	5	P	50	50
C010807P		Field Visit/ Industrial Training/ Practical Work with a Professional Person.	5	P	50	50



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SEMESTER III (YEAR II)						
C010901T	CORE	Human Resource Management	5	T	25	75
C010902T	CORE	Entrepreneurship Development	5	T	25	75
C010903T	CORE	Strategic Management	5	T	25	75
C010904T	FIFIFTH ELECTIVE (Select any one)	Security Analysis and Portfolio Management	5	T	25	75
C010905T		International Marketing	5	T	25	75
C010906P	SIXTH ELECTIVE (Select any one)	Project Presentation on SPSS/ MS Excel/ R Studio/ Jamovi/ Any Other Software used in Business Research	5	P	50	50
C010907P		Project Presentation on any Topic Related to Business	5	P	50	50

SEMESTER IV (YEAR II)						
C011001T	CORE	Project Management and Planning	5	T	25	75
C011002T	CORE	Managerial Economics	5	T	25	75
C011003T	SEVENTH ELECTIVE (Select any one)	Indian Financial System and Financial Services	5	T	25	75
C011004T		Customer Relationship Management	5	T	25	75
C011005P	RESEARCH PROJECT/ DISSERTATION	Major Research Project/ Dissertation	10	P	50	50

