

UG-I NEP2020 Program w.e.f. 2023-24 : B.Com. Marketing Part-I

B.Com. Marketing Part-I : Semester-I									
Course Type		Course Title	Credits	Teaching Hours		Evaluation Marks			Course Code
				Per week	Total	CA	SEE	Total	
Major Core	DSC1-T1	Fundamentals of Marketing	4	4	60	40	60	100	23MJ23111
	DSC1-T2	Service Marketing	2	2	30	20	30	50	23MJ23112
Minor Core	DSC2-T1	Fundamentals of Accounting	4	4	60	40	60	100	23MN21111
OE	OE1	Select any one from Appendix-14	4	4	60	40	60	100	--
AECL	AECL1-T1	English For All-I	2	2	30	20	30	50	23AE01111
IKS	IKS	Chanakya's Philosophies for Management	2	2	30	20	30	50	23IK22111
VEC	VEC1	Environmental Studies	2	2	30	20	30	50	23VE09111
CC	CC1	Select any one from Appendix-4	2	2	30	20	30	50	--
Total			22					550	
B.Com. Marketing Part-I : Semester-II									
Course Type		Course Title	Credits	Teaching Hours		Evaluation Marks			Course Code
				Per week	Total	CA	SEE	Total	
Major Core	DSC1-T3	Contemporary Marketing Practices	4	4	60	40	60	100	23MJ23121
	DSC1-T4	Introduction to Advertising and Media	2	4	30	20	30	50	23MJ23122
Minor Core	DSC2-T2	Introduction to Financial Accounting	4	4	60	40	60	100	23MN21121
OE	OE2	Carry the course of same discipline from Appendix-16 corresponding to the discipline of course selected in Sem-I	4	4	60	40	60	100	--
SEC	SEC1	Business Organization	2(1+1)	3(1+2)	45	20	30	50	23SE22121
AECL	AECL1-T2	English For All-II	2	2	30	20	30	50	23AE01121
VEC	VEC2	Indian Constitution and Democracy	2	2	30	20	30	50	23VE06121
CC	CC2	Carry the course of same discipline from Appendix-7 corresponding to the discipline of course selected in Sem-I	2	2	30	20	30	50	--
Total			22					550	

DSC1 : Discipline Specific Core course related to major
DSC2 : Discipline Specific Core course related to minor
Ti : Theory course number i ; i=1,2,3,4,5,6,7,8.....
Pi : Practical course number i ; i=1,2,3,4,5,6,.....
OEi : Open Elective course number i ; i=1,2,3
CA : Continuous Assessment

AECL1 : Ability Enhancement Course Language1 (English Language)
IKS : Indian Knowledge System
VECi : Value Education Course i ; i=1,2
CCi : Co-curricular Course number i ; i=1,2,3,4
SECi : Skill Enhancement Course i ; i=1,2,3
SEE: Semester End Exam