



DR. RAM MANOHAR 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
Dr. Motilal Verma	Convener	Commerce	B.B.D. P.G. College, Paruiya Ashram, Ambedkarnagar
Prof. B.P. Singh	Member	Commerce	L.B.S. P.G. College, Gonda
Sri Ramesh Kumar	Member	Commerce	B.B.D. P.G. College, Paruiya Ashram, Ambedkarnagar
Prof. Ajeet Kumar Shukla	Member	Commerce	Mahatma Gandhi Kashi Vidyapeeth, Varanasi
Prof. Sanjeet Kumar Gupta	Member	Commerce	DDU Gorakhpur University
Dr. K. Singh (Retired)	Ex-Convener	Commerce	B.B.D. P.G. College, Paruiya Ashram, Ambedkarnagar

Course Code		Course Title	Credits	T/P	Evaluation	
					CIE	ETE
A	B	C	D	E	F	G
SEMESTER I (YEAR I)						
C010701T	CORE	Statistical Analysis	5	T	25	75
C010702T	CORE	Accounting for Managerial Decision	5	T	25	75
C010703T	CORE	Organizational Behavior	5	T	25	75
C010704T	FIRST ELECTIVE (Subject Elective) (Select any one)	Digital Marketing and E-Commerce	5	T	25	75
C010705T		Advertising and Sales Management	5	T	25	75
C010706P	SECOND ELECTIVE (Subject Elective) (Select any one)	Practical/ Field Visit/ Project Presentation	5	P	50	50
C010707P		Practical/ Field Visit/ Project Presentation	5	P	50	50
SEMESTER II (YEAR I)						
C010801T	CORE	Financial Management	5	T	25	75
C010802T	CORE	Forensic Accounting and Fraud Examination	5	T	25	75
C010803T	CORE	Marketing Management	5	T	25	75
C010804T	THIRD ELECTIVE (Generic Elective) (Select any one)	Advanced Corporate Accounting and Reporting	5	T	25	75
C010805T		Industrial Relations and Labour Legislation	5	T	25	75
C010806P	FOURTH ELECTIVE (Subject Elective) (Select any one)	Practical / Industrial Training/ ProjectPresentation	5	P	50	50
C010807P		Practical / Industrial Training/ ProjectPresentation	5	P	50	50
SEMESTER III (YEAR II)						
C010901T	CORE	Research Methodology	5	T	25	75
C010902T	CORE	Financial Institution and Market	5	T	25	75

C010903T	CORE	Performance and Compensation Management	5	T	25	75
C010904T	FIFTH ELECTIVE (Subject Elective) (Select any one)	Customer Relationship Management	5	T	25	75
C010905T		Production Management	5	T	25	75
C010906P	SIXTH ELECTIVE (Subject Elective) (Select any one)	Practical/ Project presentation	5	P	50	50
C010907P		Practical/ Project presentation	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 (Subject Elective) (Select any one)	International Financial System and Management	5	T	25	75
C011004T		Consumer Behavior and Marketing Research	5	T	25	75
C011005P	RESEARCH PROJECT/ DISSERTATION	Major Research Project/ Dissertation	10	P	50	50