**Shri Vile Parle Kelavani Mandal's**
**NARSEE MONJEE COLLEGE OF COMMERCE & ECONOMICS (EMPOWERED AUTONOMOUS)**
**Mcom ( Business Management) AY 2026-27**
**Course Structure for 1st and 2nd Year**

| Year | Semester | Major | | RM | OJT/FP | Total (Credits) |
|---|---|---|---|---|---|---|
| | | Mandatory | Electives | | | |
| I | I | Business Ethics and Corporate Governance (4), Dynamics of Consumer Behaviour (4), Organizational Behaviour (4) & Strategic Leadership (2) | Sports Marketing (4) OR Rural Marketing (4) | Research Methodology (4) | NA | 22 |
| | II | E-Commerce And Digital Marketing (4), Corporate Finance (4), Entrepreneurship Management (4) & Family Business Management (2) | Talent Management (4) OR Production And Total Quality Management (4) | NA | On Job Training (4) | 22 |
| II | III | Business Compliance Management (4), Logistics Management (4), Services Marketing (4) & Digital Transformation In Business (2) | Corporate Communications And Public Relations (4) OR Industrial Marketing (4) | NA | Research Project I (4) | 22 |
| | IV | Business Analytics (4), Retail Management (4) & Tourism And Hospitality Marketing (4) | Sales And Distribution Management (4) OR Innovations Management (4) | NA | Research Project II (6) | 22 |