

M.COM. (Business Management) - Course Structure (2024-25 to 2027-28) under NEP

Level	Semester	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VAC, VEC, IKS	OJT, FP, CEP, CC, RP	Total (Credits)	Degree
		Mandatory	Electives							
	I	Global Strategic Management (4) Organisational Behaviour (4) Managerial Decision Tools (4) Operations Research (2)	Project Management (4) / Consumer Behaviour	Research Methodology (4)	NIL	NIL	NIL	NIL	22	
	II	E-Commerce And Digital Marketing (4) Corporate Finance (4) Entrepreneurship Management (4) Family Business Management (2)	Production And Total Quality Management (4) / Talent Management (4)	NIL	NIL	NIL	NIL	On Job Training (OJT) (4)	22	
	Total	28	8	4				4	44	
	III	Business Compliance Management (4) Logistics Management (4) Services Marketing (4) Digital Transformation in Business (2)	Corporate Communications And Public Relations (4) / Industrial Marketing (4)	NIL	NIL	NIL	NIL	Research Project - I (4)	22	
	IV	Business Analytics (4) Retail Management (4) Tourism And Hospitality Marketing (4)	Sales And Distribution Management (4) / Innovations Management (4)	NIL	NIL	NIL	NIL	Research Project - II (6)	22	
	Total	26	8					10	44	

OE Open Electives

VSEC-Vocational Skill and
Skill Enhancement courses

VSC Vocational Skill Courses

SEC Skill Enhancement Courses

AEC Ability Enhancement Courses

IKS Indian Knowledge System

VEC Value Education Courses

OJT On Job Training

FP Field Project

CC Co Curricular Activities

CEP Community Engagement and Service

SVKM'S Narsee Monjee College of Commerce & Economics (Autonomous)
Course Structure, Teaching Scheme, Examination Scheme & Credit structure (As approved in the Academic Council)

Name of the Programme: Master of Commerce (Business Management)

Year of the Programme: FIRST YEAR: Semester: I (Total Credits: 22)

Academic Year 2024-25

Sr. No.	Name of the Module (Subject)	Module Code	Module Category (Core, Core Elective, OE,VSC, SEC, AEC,VSC, IKS, CC, FP, OJT, RM, CEP, RP)	Module Discipline	Total no. of hours of Class Room Teaching	Total no. of credits	Exam duration (hrs.)	ICA %	Sem End Exam %	ICA max. marks	ESE Max. Marks	Total Aggr. Max. Marks	Template Assigned	GR Applicability (Yes/No)	Priority (sequence of modules on Grade Card)
1	Global Strategic Management	NKGSM508	MAJ	MNG	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	1
2	Organisational Behaviour	NKOGB502	MAJ	FIN	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	2
3	Managerial Decision Tools	NKMDT503	MAJ	IT	60	4	2 Hours	40%	60%	40	60	100	3304	No	3
4	Operations Research	NKOPR509	MAJ	MNG	30	2	1 Hour	40%	60%	20	30	50	3304	Yes	4
5	Project Management	NKPMT510	OE	MNG	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	5
6	Consumer Behaviour	NKCMB511	OE	MNG	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	5
7	Research Methodology	NKREM507	RM	Research	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	6

SVKM'S Narsee Monjee College of Commerce & Economics (Autonomous)
Course Structure, Teaching Scheme, Examination Scheme & Credit structure (As approved in the Academic Council)

Name of the Programme: Master of Commerce (Business Management)

Year of the Programme: FIRST YEAR; Semester: II (Total Credits: 22)

Academic Year 2024-25

Sr. No.	Name of the Module (Subject)	Module Code	Module Category (Core, Core Elective, OE,VSC, SEC, AEC,VSC, IKS, CC, FP, OJT, RM, CEP, RP)	Module Discipline	Total no. of hours of Class Room Teaching	Total no. of credits	Exam duration (hrs.)	ICA %	Sem End Exam %	ICA max. marks	ESE Max. Marks	Total Aggr. Max. Marks	Template Assigned	GR Applicability (Yes/No)	Priority (sequence of modules on Grade Card)
1	E-Commerce And Digital Marketing	NKEDM551	MAJ	MNG	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	1
2	Corporate Finance	NKCOF552	MAJ	FIN	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	2
3	Entrepreneurship Management	NKEMT558	MAJ	MNG	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	3
4	Family Business Management	NKFBM559	MAJ	MNG	30	2	1 Hour	40%	60%	20	30	50	3304	Yes	4
5	Talent Management	NKTMT560	OE	MNG	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	5
6	Production and Total Quality Management	NKPTQ556	OE	MNG	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	5
7	On Job Training	NKOJT557	OJT	MNG	0	4	0	100%	0%	100	0	100	3302	No	6

SVKM'S Narsee Monjee College of Commerce & Economics (Autonomous)
Course Structure, Teaching Scheme, Examination Scheme & Credit structure (As approved in the Academic Council)
Name of the Programme: Master of Commerce (Business Management)
Year of the Programme: SECOND YEAR: Semester: III (Total Credits: 22)
Academic Year 2024-25

Sr. No.	Name of the Module (Subject)	Module Code	Module Category (Core, Core Elective, OE,VSC, SEC, AEC,VSC, IKS, CC, FP, OJT, RM, CEP, RP)	Module Discipline	Total no. of hours of Class Room Teaching	Total no. of credits	Exam duration (hrs.)	ICA %	Sem End Exam %	ICA max. marks	ESE Max. Marks	Total Aggr. Max. Marks	Template Assigned	GR Applicability (Yes/No)	Priority (sequence of modules on Grade Card)
1	Business Compliance Management	NKBCM601	MAJ	MNG	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	1
2	Logistics Management	NKLMT602	MAJ	MNG	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	2
3	Services Marketing	NKSMT603	MAJ	MNG	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	3
4	Digital Transformation In Business	NKDTB604	MAJ	MNG	30	2	1 Hour	40%	60%	20	30	50	3304	Yes	4
5	Corporate Communications And Public Relations	NKCCP605	OE	MNG	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	5
6	Industrial Marketing	NKIMT606	OE	MNG	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	5
7	Research Project - I	NKRSP607	RP	MNG	0	4	0	100%	0%	100	0	100	3302	No	6

SVKM'S Narsee Monjee College of Commerce & Economics (Autonomous)
Course Structure, Teaching Scheme, Examination Scheme & Credit structure (As approved in the Academic Council)
Name of the Programme: Master of Commerce (Business Management)
Year of the Programme: SECOND YEAR; Semester: IV (Total Credits: 22)
Academic Year 2024-25

Sr. No.	Name of the Module (Subject)	Module Code	Module Category (Core, Core Elective, OE,VSC, SEC, AEC,VSC, IKS, CC, FP, OJT, RM, CEP, RP)	Module Discipline	Total no. of hours of Class Room Teaching	Total no. of credits	Exam duration (hrs.)	ICA %	Sem End Exam %	ICA max. marks	ESE Max. Marks	Total Aggr. Max. Marks	Template Assigned	GR Applicability (Yes/No)	Priority (sequence of modules on Grade Card)
1	Business Analytics	NKBUA651	MAJ	MNG	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	1
2	Retail Management	NKRMT652	MAJ	MNG	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	2
3	Tourism And Hospitality Marketing	NKTHM653	MAJ	MNG	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	3
4	Sales And Distribution Management	NKSDM654	OE	MNG	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	4
5	Innovations Management	NKINM655	OE	MNG	60	4	2 Hours	40%	60%	40	60	100	3304	Yes	4
6	Research Project - II	NKRSP656	RP	MNG	0	6	0	100%	0%	100	0	100	3302	No	5