Shri Vile Parle Kelavani Mandal's

NARSEE MONJEE COLLEGE OF COMMERCE & ECONOMICS (EMPOWERED AUTONOMOUS)

M.Com (Business Management) AY 2026-27

Course Structure for 1st and 2nd Year

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