

NAGINDAS KHANDWALA COLLEGE OF COMMERCE, ARTS & MANAGEMENT STUDIES

Programme: Masters of Commerce (Management)

Academic year: 2025-26

Curriculum Framework of First Year under NEP

Level	Sem.	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Credits	Cumulative Credits
		Mandatory	Electives							
	I	Strategic Management (04) Economics for Business Decision (04) Business Ethics and Corporate Social Responsibility (04) Soft Skills for Professionals (02)	Services Marketing (04) OR Marketing Strategies and Practices (04)	Research Methodology for Business (04)	---	---	---	---	22	44
	Credits	14	4	4	0	0	0	0		
	II	Macro Economics; Concepts and Applications (04) E-Commerce (04) Entrepreneurship (04) Basics for Financial Markets (02)	Retail Management (04) OR Advertising and Sales Management (04)	---	---	---	---	Internship (04)	22	
	Credits	14	4	0	0	0	0	4		
		28	8	4	0	0	0	4	44	

Programme: Masters of Commerce (Management)

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Curriculum Framework of Second Year under NEP

Level	Sem.	Major		Minor	OE	VSC, SEC (VSEC)	AEC	OJT, FP, CEP, CC, RP	Cr	Cumulative Credits
		Mandatory	Electives							
	III	Rural Marketing (04) Organization Behaviour (04) Supply Chain Management & Logistics (04) Data Analysis using Spreadsheet (02)	Event Marketing (04) OR Recruitment and Selection (04)	----	----	----	----	Internship (04)	22	44
	Credits	14	4	0	0	0	0	4		
	IV	Management of Business Relations (04) Brand Management (04) Consumer Behaviour (04)	Integrated Marketing Communication (04) OR Training and Development (04)	----	----	----	----	Research Project (06)	22	
	Credits	12	4	0	0	0	0	6		
	Total credits in 2 nd year	26	8	0	0	0	0	10	44	
	Cum Cr.	54	16	4	0	0	0	14	88	