

Swaraj College of Commerce And Computer Studies

Bachelor of Commerce – BM (Old BBA)

Details of Course:

- College offers following subjects:

First Year B. Com BM		
SEMISTER I		
Sr. No.	Subject Code	Subject Name
1		Principles of Management
2		Marketing: Principles of Marketing
3		HRM: Principles of Human Resource Management
4		Business Mathematics
5		Soft Skills Development
6		Business Communication skills - I
7		Environmental Awareness
8		Generic IKS
SEMISTER II		
Sr. No.	Subject Code	Subject Name
1		Business Cost Accounting
2		HRM: Organizational Behavior
3		Marketing: Consumer Behavior and Sales Management
4		Business Statistics
5		Cross - Cultural Communication
6		Business Communication skills - II
7		Democracy Awareness & Gender Sensitization
8		Physical Education

Swaraj College of Commerce And Computer Studies

Second Year B. Com BM		
SEMISTER III		
Sr. No.	Subject Code	Subject Name
Special Subject (Marketing)		
1		Digital Marketing
2		Business Organisation System
3		Business Economics
OR Special Subject (HRM)		
1		Human Resource Management Functions and Practices
2		Business Organisation System
3		Business Economics
4		OE
5		Business Analytics/ Google Applications
6		Modern Indian Languages 1
7		Project
8		NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I

Swaraj College of Commerce And Computer Studies

Second Year B. Com BM		
SEMISTER IV		
Sr. No.	Subject Code	Subject Name
Special Subject (Marketing)		
1		Advertising and Promotion Management
2		Retail Management
3		Start – Up Innovation and Entrepreneurship Development
OR Special Subject (HRM)		
1		Employee Recruitment and Record Management
2		Cross - Cultural Human Resource and International Relations
3		Start – Up Innovation and Entrepreneurship Development
4		OE
5		International Business Management (Import and Export Procedure)
6		Modern Indian Languages 2
7		Related to Major Subject
8		NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-II

Swaraj College of Commerce And Computer Studies

Third Year B. Com BM		
SEMISTER V		
Sr. No.	Subject Code	Subject Name
Special Subject (Marketing)		
1		Marketing Environment Analysis and Strategies
2		Legal Aspects in Marketing
3		Cases in Marketing
OR Special Subject (HRM)		
1		Organizational Changes in HRM
2		Legal Aspects in HRM
3		Cases in HRM
4		Supply Chain Management
5		Business Research Methods
6		VEC
7		Related to Major Subject

Swaraj College of Commerce And Computer Studies

Third Year B. Com BM		
SEMISTER VI		
Sr. No.	Subject Code	Subject Name
Special Subject (Marketing)		
1		International Brand Management
2		International Marketing Management
3		Major Related to IKS
OR Special Subject (HRM)		
1		Performance Management System
2		International Human Resource Management
3		Major Related to IKS
4		OE
5		Management of Innovation and Sustainability
6		Internship