

SCHOOL OF BUSINESS - MANAGEMENT STUDIES

PROGRAM STRUCTURE

S.Y.B.Com (Management Studies) - Semester IV

Vertical	Subject	Credits
Major	Organizational Effectiveness	2
Major	Advanced Managerial Economics	4
Major	Strategic Management for Business	4
Minor	IMC & Advertising /Cost Accounting	4
Generic Elective	Statistics for Research / Swayam Courses	2
Skill Enhancement Course	Social Media Marketing/ Generative AI	2
Ability Enhancement Course	Marathi / Hindi / Sanskrit (MIL)	2
Vocational Skill Course	Commercial Banking and Financial Services	2