

SCHOOL OF BUSINESS – BUSINESS ADMINISTRATION

PROGRAM STRUCTURE

SY B.Com(Business Administration) - Semester III

Vertical	Subject Name	Credits
Major	Market Dynamics & Strategic Decisions	4
Major	Fintech for Business	4
Major	AI Powered Marketing	2
Minor	Business Intelligence	4
Generic Elective	Power of Negotiation	2
Vocational Skill Course	Digital Marketing	2
Skill Enhancement Course	Family Business Management	2
Ability Enhancement Course	Marathi / Hindi / Sanskrit (MIL)	2