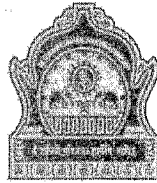


**D.R. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**



Curriculum of M.COM.IIND YEAR

under Choice Based Credit & Grading System

SEMESTER THIRD & FOURTH

RUN AT COLLEGE LEVEL

[Effective from the Academic Year 2019-20 & onwards]

Circular file

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY

- 40 -



CIRCULAR NO.SU/ COMMERCE & MGT./CBC&GS/PGSyll./51/2019

It is hereby inform to all concerned that, as decided by the Academic Council at its meeting held on 30 June & 02 July 2018 the curriculum of University Department are applied as it is to the concerned Colleges, hence on the recommendation of the Dean, Faculty of Commerce & Management, the Hon'ble Vice-Chancellor in his emergency powers under Section-12(7) of the Maharashtra Public Universities Act, 2016 has accepted the following Departmental syllabi under Choice Based Credit and Grading System be apply to the Colleges from the academic Year 2019-20 and onwards.

Sr. No.	Name of the Course	Semester
1]	M.B.A.	I & II Year
2]	M.C.A.	III & IV
3]	M.Com.	III & IV
4]	PGDHSM	I & II
5]	DBM	I & II
6]	MBA [International Business]	I & II Year

The said syllabi are uploaded at bamu.ac.in on University website.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,
Aurangabad-431 004.
REF.NO. SU/ COM&MGT/2019-20
25845-26144
Date:- 31-05-2019.

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Deputy Registrar,
Syllabus Section.

Copy forwarded with compliments to :-

- 1] The Principals, affiliated concerned Colleges,
Dr. Babasaheb Ambedkar Marathwada University.
- 2] The Director, University Network & Information Centre, UNIC, with a request to upload this Circular along with the said syllabi on University Website.

Copy to :-

- 1] The Director, Board of Examination & Evaluation,
- 2] The Section Officer, [Commerce Unit] Examination Branch,
- 3] The Programmer [Computer Unit-1] Examinations,
- 4] The Programmer [Computer Unit-2] Examinations,
- 5] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 6] The Public Relation Officer,
- 7] The Record Keeper.

3) SUBJECT: RESEARCH PROJECT

COURSE CODE:- COM-506

The candidate must undertake the project work based on practical training in a business firm for the period of Six Weeks. The student will be guided by the Teacher (Guide). The student shall submit research project to the Head of Department before theory examination. The project will be evaluated by the external examiner and the internal examiner jointly. The assessment of the project shall be made as follows.

Project contents- 50 marks,

Project Presentation- 30 marks,

Project Via-voce- 20 marks

SUBJECT : ADVERTISEMENT(ELLECTIVE)

COURSE CODE: COM-523			No. of Credits : 04	Semester : IV
Subject Title : Advertisement				
Course Objectives : The objective of this course is to expose students to the Advertising Basics and the various Methodologies to Develop, Implement and Measure the Effect of Advertisement.				
Unit	Course Content			Periods
I	Advertising : Definition, Advertising as a tool of Marketing, Advertising Effects, Economic and Economic Behaviour, Advertising Scene in India, Advertising Objectives, Advertising Budget.			15
II	Advertising Media : Print Media, Broadcasting Media, Non Media Advertising, Planning and			15