

Programme	B.Com (Hons) Marketing
Duration	3 years (6 Semesters)
Degree level	Bachelor
Special focus	Marketing
Eligibility	12 th Standard / Senior Secondary Examination from any recognised institute with at least 50% marks
Selection process	Adamas University Admission Test (AUAT) and Personal Interview
Conduction type	Semester
Examination type	Semester
Value Added Courses	Certification in Digital Marketing
Career direction	Marketing and Sales Professional with specialised focus in Digital Marketing
Placement Support	Yes

Why Commerce?

Commerce education is a well-respected career option since long. The day to day expansion of trade and commerce world is responsible to make this study more relevant and sought after. The new age commerce education is also constantly fine tuning itself in line with the ongoing changes happening in the trade and business world. The undergraduate degrees of commerce lead to multiple avenues to pursue different higher studies including Professional Accountant, Management Accountant, Tax Consultant, Marketing Professional, Investment Advisor and many more. The post graduate degree not only grooms the student with masterly skills in the area of Accountancy, Management Accountancy and Finance but also sets them towards a teaching and research career in the domain of Commerce.

Why Adamas University?

- Far from the madding crowd, lush green campus in the lap of nature.
- World class educational infrastructure including Canvas as the Learning Management System.
- More than 250 faculty members out of which more than 160 are Doctorate.
- UGC approved CBCS syllabus with industry focus.
- Integrated career focussed value added courses.
- Career Development Cell (CDC) for Training and Placement.
- Beyond Classroom: Industry visits, Internships, Filed Research and Live Projects.
- Frequent Conferences, Seminars, Workshops and Guest Lecture series.

Recent Internships:

Internship for duration of 4-6 weeks are offered at the end of Sem. IV at reputed organisations like

- HDFC Bank
- IFCI
- Amul
- Pantaloons
- Maruti Suzuki
- Dabur India Pvt. Ltd.
- Indiadonates
- Business Economics
- Leading CA Firms

Recent Placements:

Placement Support is provided by Career Development Cell (CDC) of the University at renowned organisations like

- Bombay Stock Exchange Institute Ltd.,
- TCS
- Bank of America
- Genpact India
- Cognizant India
- Wipro Ltd.
- Cholamandalam MS General Insurance
- Jaro Education
- BYJUs

International internships and Exchange Programmes

- National Economic University, Kiev, Ukraine
- Far Eastern University, Manila, Philippines
- Sapienza University of Rome, Rome, Italy

PROGRAMME STRUCTURE

B.Com (Hons) Marketing – 2021-24 (152 Credits)								
SL. No.	TYPE OF COURSE	COURSE CODE	TITLE OF THE COURSE	CONTACT HOURS PER WEEK				REMARKS
				L	T	P	C	
SEMESTER-I								
1	CC	FAC11036	Financial Accounting-I	3	1	0	4	
2	GE	ECO11002	Business Economics-I(Microeconomics)	3	1	0	4	
3	GE	MTH11514	Business Mathematics	3	1	0	4	
4	CC	MGT11001	Principles of Management	3	1	0	4	
5	GE	LWJ11003	Business Regulatory Framework-I	3	1	0	4	
6	AECC	ENG11049	Communicative English	3	1	0	4	
7	AECC	EVS11102	Environmental Studies	1	1	0	2	
8	SEC	DGS11011	Design Thinking	2	0	0	2	
SUB-TOTAL							28	
SEMESTER-II								
9	CC	FAC11037	Financial Accounting-II	3	1	0	4	
10	GE	ECO11006	Business Economics-II(Macroeconomics)	3	1	0	4	
11	GE	SDS11503	Business Statistics	3	1	0	4	
12	CC	MKT11001	Principles of Marketing	3	1	0	4	
13	GE	LWJ11015	Business Regulatory Framework-II	3	1	0	4	
14	SEC	FAC11038	IT and its Application in Business	3	1	0	4	
15	EC	IDP14001	Inter Disciplinary Project	0	0	3	3	
SUB-TOTAL							27	
SEMESTER-III								
16	CC	FAC11039	Corporate Accounting	3	1	0	4	
17	CC	FAC11040	Cost and Management Accounting-I	3	1	0	4	
18	GE	ECO11007	Indian Economy	3	1	0	4	
19	CC	FAC11041	Basic Banking Operations	3	1	0	4	

20	CC	FAC11042	Insurance Concepts and Products	3	1	0	4		
21	CC	OBH11012	Human Resource Management	3	1	0	4		
22	SEC	EIC11001	Venture Ideation	2	0	0	2		
23	EC	SOC14100	Community Service	0	0	1	1		
							SUB-TOTAL	27	
SEMESTER-IV									
24	CC	MKT11017	Consumer Behaviour	3	1	0	4		
25	CC	FAC11044	Cost and Management Accounting-II	3	1	0	4		
26	CC	FAC11045	Financial Management-I	3	1	0	4		
27	CC	FAC11023	Direct Tax Law	3	1	0	4		
28	CC	FAC11027	Indian Financial System	3	1	0	4		
29	CC	FAC11046	Auditing	3	1	0	4		
30	GE	PSG11021	Human Values and Professional Ethics	2	0	0	2		
							SUB-TOTAL	26	
SEMESTER-V									
31	CC	MKT11018	Marketing Research	3	1	0	4		
32	CC	FAC11032	Indirect Tax Law	3	1	0	4		
33	DSE	MKT11019	Advertising and Sales Promotion	3	1	0	4		
34	DSE	MKT11020	B to B Marketing	3	1	0	4		
35	DSE	MKT11021	Retail Marketing	3	1	0	4		
36	SEC	FAC14030	Internship (6 weeks) – to be done in Summer before Semester V starts	0	0	6	6		
							SUB-TOTAL	22	
(Out of DSE Courses students have to choose any 2 out of 3 courses)									
SEMESTER-VI									
37	GE	EIC11010	Entrepreneurship Development	3	1	0	4		
38	GE	FAC11051	Business Ethics and CSR	3	1	0	4		
39	DSE	MKT11022	Sales and Distribution Management	3	1	0	4		
40	DSE	MKT11023	Marketing of Services	3	1	0	4		
41	DSE	MKT11024	International Marketing	3	1	0	4		
42	CC	FAC14034	Project	0	0	6	6		
							SUB-TOTAL	22	
(Out of DSE Courses students have to choose any 2 out of 3 courses)									
							GRAND TOTAL	152	

CC: Core Course
GE: Generic Elective
DSE: Discipline Specific Elective
AECC: Ability Enhancement Compulsory Course
SEC: Skill Enhancement Elective Course
EC: Elective Course