

**VIVEKANAND EDUCATION SOCIETY'S COLLEGE OF ARTS,
SCIENCE, AND COMMERCE (AUTONOMOUS)**

SINDHI SOCIETY, CHEMBUR, MUMBAI

F.Y.B.Com. NEP-2020 Course Structure for Academic Year 2023-24

Semester-I	
Major (Core) Subjects (Compulsory)	1. Principles of Management 2. Business Economics-I
Vocational Skill Course (VSC) & Skill Enhancement Courses (SEC)	3. Quantitative Methods
Open/ General Electives (OE/ GE)	4. Advertising 5. Digital Marketing
Minor Subjects	---
Ability Enhancement Courses (AEC) , Indian Knowledge System (IKS) and Value Education Courses (VEC)	6. Business Communication(AEC) 7. Environmental Studies(VEC) 8. Indian Management Thoughts and Practices (IKS)
Field Project (FP) / Apprenticeship or Internship (OJT) / Community Engagement & Services (CES) / Co-curricular Courses (CC)	9. NSS / Sports / Cultural/ DLLE (CC)

Baskets (Semester-I)

VSC/ SEC	GE / OE	IKS
1. Quantitative Methods	1. Advertising	1. Indian Management Thoughts and Practices
	2. Digital Marketing	

F.Y.B.Com NEP-2020 Course Structure for Academic Year 2023-24

Semester-II	
Major (Core) Subjects (Compulsory)	1. Principles of Marketing 2. Basics of Financial Services
Vocational Skill Course (VSC) & Skill Enhancement Courses (SEC)	3. Introduction to Financial Accounting
Open/ General Electives (OE/ GE)	4. Advertising 5. Digital Marketing
Minor Subjects	6. Business Law
Ability Enhancement Courses (AEC) , Indian Knowledge System (IKS) and Value Education Courses (VEC)	7. Professional Communication and personal branding (AEC) 8. Indian Constitution (VEC)
Field Project (FP) / Apprenticeship or Internship (OJT) / Community Engagement & Services (CES) / Co-curricular Courses (CC)	9. NSS / Sports / Cultural/ DLLE (CC)

Baskets (Semester-II)

SEC	OE	Minor
1. Introduction to Financial Accounting	1. Advertising	1. Business Law
	2. Digital Marketing	