

	S.Y.B.Com. (Management Studies) - Semester III	
Vertical	Course	Credits
V1 - Major	Introduction to Marketing Management	4
V1 - Major	Marketing Research	4
V2 - Minor	Industry & Service Management II (Strategic & Financial Management)	4
V3 - OE1	Mathematics for Industry and Management- I	2
V4 - VSC	Consumer behaviour	2
V5 - AEC	लेखन कौशल्ये - २	2
V6 - FP	Field Project	2
V6 - CC (Any 1)	NSS - Study of Indian Social Reformers	2
	Sports - Introduction to Sports Training & Tests and Measurement	2
	Cultural - Indian Theatre: Classical Roots and Contemporary Expressions	2