



**SRM**  
UNIVERSITY AP  
—Amaravati

**DEPARTMENT OF COMMERCE**

**B. Com (Honors)**

**PROGRAMME**

**CURRICULUM**

**(For students admitted from the academic year 2021-2024)**



**SEAMS**  
**SRM UNIVERSITY – ANDHRA PRADESH**

**SRM UNIVERSITY – AP  
CURRICULUM FRAMEOWRK**

**PROGRAM: B. Com (Honours)  
(For students admitted from the academic year 2021 - 2024)**

**SEMESTER I**

Course Category	Course Code	Course Name	L	T	P	L+T+P	C
DC	COM101	Business Organization and Management	4	0	0	4	4
DC	COM102	Business Economics	4	0	0	4	4
DC	COM103	Financial Accounting	4	0	0	4	4
DC	COM104	Organizational Behaviour	4	0	0	4	4
DC	COM105	Data Analytics	3	0	1	4	4
DC	COM 106	I T Applications for Business	3	0	1	4	4
		<b>TOTAL</b>	<b>22</b>	<b>0</b>	<b>2</b>	<b>24</b>	<b>24</b>

**SEMESTER II**

Course Category	Course Code	Course Name	L	T	P	L+T+P	C
DC	COM201	Business Communication	4	0	0	4	4
DC	COM202	Introduction to Finance	4	0	0	4	4
DC	COM203	Corporate Accounting	4	0	0	4	4
DC	COM204	Introduction to Marketing	4	0	0	4	4
DC	COM 205	Introduction to HR	4	0	0	4	4
DC	COM 206	Business Statistics for Analytics Using MS Excel	2	0	2	4	4
		<b>TOTAL</b>	<b>22</b>	<b>0</b>	<b>2</b>	<b>24</b>	<b>24</b>

**SEMESTER III**

Course Category	Course Code	Course Name	L	T	P	L+T+P	C
DC	COM301	Taxation	4	0	0	4	4
DC	COM 302	Auditing	4	0	0	4	4
DC	COM302	Cost Accounting	4	0	0	4	4
DC	COM303	Business Research Methods	4	0	0	4	4
DC	COM304	Financial Analytics	2	0	2	4	4
FC/DC	COM F 305 COM M 305 COM H 305	Optional/Specializations (Finance/Marketing/HRM): Financial Modelling Retail Marketing Leadership, Diversity & Team Management	4	0	0	4	4

		<b>TOTAL</b>	22	0	2	24	24
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### SEMESTER IV

Course Category	Course Code	Course Name	L	T	P	L+T+P	C
FC	ENV 100	Environmental Science	4	0	0	4	4
DC	COM401	Business & Corporate Law	4	0	0	4	4
DC	COM402	Corporate & Strategic Planning	4	0	0	4	4
DC	COM 403	Management Accounting	4	0	0	4	4
DC	COM 404	Marketing Analytics	2	0	2	4	4
FC/DC	COM F 405 COM M 405 COM H 405	Optional/Specializations: Investment Management Supply Chain Management Training & Development	4	0	0	4	4
		<b>TOTAL</b>	<b>22</b>	<b>0</b>	<b>2</b>	<b>24</b>	<b>24</b>

### SEMESTER V

Course Category	Course Code	Course Name	L	T	P	L+T+P	C
DC	COM501	SIP (Summer Internship Project) (0-4-0)	0	4	0	4	4
DC	COM502	Entrepreneurship Development	4	0	0	4	4
FC	COM 503	Basics of Artificial Intelligence & Machine Learning	4	0	0	4	4
DC	COM 504	Tally Software	2	0	2	4	4
DC	COM 505	HR Analytics	2	0	2	4	4
FC/DC	COM F 506 COM M 506 COM H 506	Optional/Specializations: Financial Derivatives and Risk Management Brand Management Industrial Relations and Labour Law	4	0	0	4	4
		<b>TOTAL</b>	<b>16</b>	<b>4</b>	<b>4</b>	<b>24</b>	<b>24</b>

### SEMESTER VI

Course Category	Course Code	Course Name	L	T	P	L+T+P	C
DC	COM601	Ethics & Corporate Governance	4	0	0	4	4
DC	COM602	Foreign Trade	4	0	0	4	4
DC	COM603	Banking & Insurance Management	4	0	0	4	4
DC	COM604	Dissertation	0	4	0	4	4

FC/DC	COM F 605 COM H 605 COM M 605	Strategic Financial Management Strategic Human Resource Management Digital Marketing	4	0	0	4	4
		<b>TOTAL</b>	<b>16</b>	<b>4</b>	<b>0</b>	<b>20</b>	<b>20</b>

**Total Credits: 24 + 24 + 24 + 24 + 24 + 20 = 124 (For Graduation) + 16 (For Honours) = 140 credits**

### Compulsory Courses on Analytics

Course Code	Course Name	No. of Credits
COM105	Data Analytics	4
COM 206	Business Statistics for Analytics Using MS Excel	4
COM304	Financial Analytics	4
COM 405	Marketing Analytics	4
COM 504	Tally Software	4
COM 505	HR Analytics	4
	Total Credits	24

### Optional/Specializations:

#### Financial Management:

Course Code	Course Name	No. of Credits
COM F 202	Introduction to Finance (Core Course)	4
COM F 305	Financial Modelling	4
COM F 405	Investment Management	4
COM F 506	Financial Derivatives & Risk Management	4
COM F 605	Strategic Financial Management	4
	Total Credits	20

#### Marketing Management:

Course Code	Course Name	No. of Credits
COM M 204	Introduction to Marketing (Core Course)	4
COM M 305	Retail Marketing	4
COM M 405	Supply Chain Management	4
COM M 506	Brand Management	4
COM M 605	Digital Marketing	4

	Total Credits	20
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**Human Resource Management:**

Course Code	Course Name	No. of Credits
COM H 205	Introduction to HR (Core Course)	4
COM H 305	Leadership, Diversity & Team Management	4
COM H 405	Training & Development	4
COM H 506	Industrial Relations and Labour Law	4
COM H 605	Strategic Human Resource Management	4
	Total Credits	20