

Savitribai Phule Pune University, Pune
Faculty of Commerce and Management
Bachelor of Commerce – Business Management
(B.COM. - BM)
Revised Curriculum (2024 Pattern as per NEP-2020)
w.e.f. Academic Year: 2025-2026

Semester III					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
3		Major Mandatory 7	Financial Management: Management Accounting	4	4

Course Objectives	
1	To impart basic knowledge of management Accounting viz., Define key basic terms and concepts, list cost methods, identify financial statements
2	To understand differences between accounting types, cost behavior, implication of financial ratio is decision making
3	To apply various tools of management accounting viz, CVP analysis, costing for decisions, budgets for business decision making
4	To evaluate investment viability, justify outsourcing decisions, budgeting process

Course Outcome	
CO1	Recall fundamental concepts, make reports and their uses in decision-making
CO2	Explain differences between accounting types, interpret cost classifications, understand budgeting importance in business decision making
CO3	Apply CVP analysis to decision-making, use relevant costing for decisions, prepare budgets and reports
CO4	Evaluate performance, justify decisions based on financial analysis

Semester III					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
3		Major Mandatory 7	Marketing Management: Digital Marketing	4	4

Course Objectives	
1	To introduce the core concepts and processes of digital marketing and its applications.
2	To develop an understanding of visibility, engagement, and traffic conversion in the digital space.
3	To explore digital marketing tools such as social media, Google Ads, YouTube, and email marketing.
4	To build foundational skills in content writing for various digital platforms.

Course Outcome	
CO1	Explain the key components and strategies of digital marketing.
CO2	Analyze the importance of visibility, engagement, and conversion in online marketing.
CO3	Design and manage basic digital campaigns using major online platforms.
CO4	Create effective and SEO-friendly content for blogs, websites, and marketing materials.

Semester III					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
3		Major Mandatory 7	Human Resource Management: Employee Management & HRM Practices	4	4

Course Objectives	
1	To understand the core functions and strategic role of HRM in modern organizations
2	To examine key HR processes—recruitment, selection, training, development, and performance management—aligned with organizational goals
3	To explore current HRM trends, including digital transformation, ethical practices, employee engagement and workforce diversity
4	To evaluate the impact of technology on HR practices and build skills to manage digital HR tools effectively
5	To develop practical HRM competencies through case studies, simulations, and experiential learning.

Course Outcome	
C01	Demonstrate a comprehensive understanding of HRM practices, functions, and strategic importance in contemporary organizations.
C02	Apply HRM processes like recruitment, selection, training, development, and performance appraisal aligned with organizational goals.
C03	Analyze recent trends and ethical considerations in HRM including employee engagement and diversity management.
C04	Evaluate the role of technological advancements in HRM and demonstrate proficiency in using digital HR tools and systems.
C05	Apply HRM concepts through experiential learning—case studies, role plays, and real-world HR problem-solving activities.

Semester III					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
3		Major Mandatory 8	Supply Chain Management	4	4

Course Objectives	
1	To explain the basic concepts and importance of supply chain management.
2	To help students understand how to design and plan supply chain networks.
3	To teach how supply chain operations like forecasting and procurement work.
4	To help students apply supply chain concepts to real business situations.
5	To build problem-solving skills for improving supply chain performance.

Course Outcome	
CO1	Understand key concepts and components of supply chain management.
CO2	Apply basic supply chain design ideas to small business cases.
CO3	Apply planning and control tools in supply chain operations.
CO4	Evaluate coordination strategies to improve supply chain performance.
CO5	Identify current trends and challenges in global supply chains.

Semester III					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
3		Minor	Research Methodology	4	4

Course Objectives	
1	To understand the meaning, objectives, types, and significance of research in a business context.
2	To learn the process of designing research and applying appropriate methods for data collection and sampling.
3	To develop skills in data editing, analysis, tabulation, and graphical representation using basic statistical tools.
4	To gain the ability to write structured research reports, cite sources properly, and present findings effectively and ethically.

Course Outcome	
CO1	Identify and explain different types of research, research designs, and the research process.
CO2	Select suitable data sources, sampling methods, and tools for collecting research data.
CO3	Process and analyse research data using basic techniques and present findings using tables and graphs.
CO4	Prepare well-organized research reports with proper citation and deliver clear oral and written presentations.

Semester III					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
3		Open Elective (OE)	Mercantile Law	2	2

Note: This course is taken from OE basket of Faculty of Humanities – BoS in Law. This course is mandatory for SYBCom – BM Semester III students

Course Objectives	
1	To provide foundational knowledge of the Indian Contract Act, including essential elements, performance, discharge, and remedies, along with the emerging framework of e-contracts.
2	To give an overview of key business laws governing partnerships, LLPs, companies, and consumer protection mechanisms applicable to business operations.

Course Outcome	
CO1	Learners will be able to explain and apply core principles of contract law and distinguish traditional contracts from e-contracts.
CO2	Learners will be able to identify and differentiate between various forms of business entities and understand consumer rights and redressal mechanisms under Indian law.

Semester III					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
3		Vocational Skill Development Course (VSC)	Business Analytics	2	2

Course Objectives	
1	To Introduce the fundamental concepts, scope, and evolution of Business Analytics in modern enterprises.
2	To Explain the types of analytics and their application in various business functions such as Marketing, Finance, HR, and Operations.

3	To Familiarize students with different types and sources of data, and the importance of data quality and preparation.
4	To Provide basic exposure to data visualization, Excel-based tools, and technologies used in Business Analytics.
5	To Enable students to interpret business data and understand the role of a business analyst in decision-making processes.

Course Outcome	
CO1	Define and explain the scope, significance, and evolution of Business Analytics in the corporate world.
CO2	Differentiate among Descriptive, Diagnostic, Predictive, and Prescriptive analytics and identify their practical applications in various business domains.
CO3	Identify different types and sources of data and explain the importance of data cleaning, preparation, and quality for analysis.
CO4	Demonstrate basic proficiency in using spreadsheets (Excel/Google Sheets) for data visualization.
	Apply basic analytical tools and techniques to extract business insights and support data-driven decision-making.

Semester III					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
3		Ability Enhancement Course (AEC)	Modern Indian Languages 1 : Marathi/Hindi/Sanskrit	2	2

Semester III					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
3		Field Project (FP)	Project – Related to Finance	2	4

Course Objectives	
1	To impart basic knowledge for understanding connection of theory and practical working.
2	To understand various documentation and department working of organization.
3	To apply various theories learned in real life business decision making.
4	To self-evaluate the market requirement with experts shared information.

Course Outcome	
CO1	Recall theory in real life practical environment
CO2	Explain various documents require for business procedure of departmental working
CO3	Apply the collective business decision making to solve real life problem solving
CO4	Evaluate performance, justify decisions based on financial analysis

Semester III					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
3		Field Project (FP)	Project – Related to Marketing	2	4

Course Objectives	
1	To connect classroom marketing theories with real-world industry practices.
2	To understand documentation, branding strategies, advertising, and customer behavior.
3	To apply marketing principles in areas like market research, promotions, and digital marketing.
4	To evaluate market trends and assess customer engagement based on field experiences.

Course Outcome	
CO1	Recall and relate marketing theories in a practical environment.
CO2	Identify various marketing practices and documents used in the industry.
CO3	Apply theoretical knowledge to solve practical marketing problems.
CO4	Evaluate real-life marketing strategies and justify campaign decisions based on collected data.

Semester III					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week

3		Field Project (FP)	Project – Related to HRM	2	4
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Course Objectives	
1	To enable learners to understand and analyse real-world HR practices by engaging in field-based research or internships in organizations.
2	To develop practical HRM skills such as recruitment, training, performance appraisal, and employee engagement through hands-on project work.

Course Outcome	
CO1	Learners will be able to observe and evaluate HR systems and practices within actual organizational settings.
CO2	Learners will be able to apply HRM theories and concepts to solve real business problems and prepare professional project reports.

Semester III					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
3		Field Project (FP)	Project – Related to Agri-Business Management	2	4

Course Objectives	
1	To provide students with practical exposure to rural markets and agri-business enterprises operating in rural areas.
2	To familiarize students with marketing strategies and promotional techniques used in rural agri-business.
3	To encourage application of classroom theories related to rural marketing and agri-business management in real-world contexts.
4	To help students understand the rural consumer behavior and factors influencing their purchasing decisions.

Course Outcome	
CO1	Apply theoretical concepts of rural marketing and agri-business to real-life observations collected during field visits.
CO2	Understand the dynamics of rural markets and the marketing practices followed in agricultural and allied sectors.
CO3	Apply the collective business decision making to solve real life problem solving
CO4	Analyze consumer behavior, purchasing patterns, and distribution channels in rural areas through direct field exposure.

Semester III					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
3		Field Project (FP)	Project – Related to Service Management	2	4

Course Objectives	
1	To link theoretical knowledge from classroom learning with practical insights gained from field visits and industry interaction.
2	To provide students with hands-on exposure to the functioning and operations of the banking and insurance sectors.
3	To build awareness about the digital transformation in banking and insurance services including online platforms, mobile apps, and fintech integration.
4	To familiarize students with various roles, departments, and regulatory compliance functions within banks and insurance companies.

Course Outcome	
CO1	Recall theory in real life practical environment
CO2	Evaluate the use of digital tools and technology in banking and insurance services, such as mobile banking, e-insurance, and customer portals.
CO3	Apply theoretical concepts such as service marketing mix, customer experience, and relationship management to field observations.
CO4	Display professionalism, ethical conduct, and effective communication during interactions with service sector professionals.

