

BCOM RETAIL MARKETING PROGRAMME
SCHEME OF LEARNING AND EVALUATION
(For the students admitted in the academic year 2025 – 2026 & onwards)
Outcome Based Curriculum Framework with CBCS

Course Code	Course Title	Course Category	Course Type	Part Type	Lecture Hours	Tutorial Hours	Practical Hours	Course Credits	Max CA Marks	Max CE Marks	Total Marks
SEMESTER - I											
25LAT101	Tamil-I	ELECTIVE	THEORY	1	6	0	0	3	25	75	100
25LAH101	HINDI-I	ELECTIVE	THEORY	1	6	0	0	3	25	75	100
25LAF101	French-I: French Culture & Communication-I	ELECTIVE	THEORY	1	5	1	0	3	25	75	100
25EU101	Communicative English-I: Interpersonal Communication	CORE	THEORY	2	6	0	0	3	25	75	100
25CRM101	FINANCIAL ACCOUNTING-I	CORE	THEORY	3	6	0	0	4	25	75	100
25CRM102	PRINCIPLES OF MANAGEMENT	CORE	THEORY	3	4	0	0	3	25	75	100
25CRM103	STATISTICS (ALLIED - ST)	CORE	THEORY	3	5	1	0	5	25	75	100
SEMESTER - II											
25LAT202	Tamil-II	ELECTIVE	THEORY	1	6	0	0	3	25	75	100
25LAH202	Hindi-II	ELECTIVE	THEORY	1	6	0	0	3	25	75	100
25LAF202	French-II: French Culture & Communication-II	ELECTIVE	THEORY	1	5	1	0	3	25	75	100
25EU202	Communicative English-II: Academic Communication	CORE	THEORY	2	6	0	0	3	25	75	100
25CRM204	FINANCIAL ACCOUNTING-II	CORE	THEORY	3	4	0	0	3	25	75	100
25CRM205	MARKETING MANAGEMENT	CORE	THEORY	3	4	0	0	3	25	75	100
25CRM206	MATHEMATICS FOR COMMERCE	CORE	THEORY	3	5	1	0	5	25	75	100
25CRM207	Computer Practical - I Accounting Software (Skill Based)	CORE	PRACTICAL	3	0	0	2	2	40	60	100
25CRM208	PRACTICE WORKSHOP - I (SKILL BASED)	CORE	PRACTICAL	3	0	0	2	2	40	60	100
25AECU201	Ability Enhancement Compulsory Course-I: Values, Ethics, Health & Wellness for Human Excellence	CORE	THEORY	4	2	0	0	2	100	0	100
25PSEU201	Professional Skill Enhancement-I	CORE	THEORY	4	2	0	0	2	100	0	100
SEMESTER - III											
25LAT303A	TAMIL III	ELECTIVE	THEORY	1	4	0	0	3	25	75	100
25LAH303A	Hindi-III	ELECTIVE	THEORY	1	4	0	0	3	25	75	100
25LAF303A	French-III	ELECTIVE	THEORY	1	4	0	0	3	25	75	100
25EU303A	Communicative English-III: Developing English Language Skills through Literature	CORE	THEORY	2	4	0	0	3	25	75	100
25CRM309	COST ACCOUNTING	CORE	THEORY	3	5	0	0	4	25	75	100
25CRM310	INCOME TAX	CORE	THEORY	3	6	0	0	4	25	75	100
25CRM311	COMPUTER PRACTICAL-II -BUSINESS DATA PROCESSING [SKILL BASED]	CORE	PRACTICAL	3	0	0	2	2	40	60	100
25CRM312	EXECUTIVE COMMUNICATION (ALLIED COM)	CORE	THEORY	3	5	0	0	4	25	75	100
25CRM416	PRACTICE WORKSHOP - II [SKILL BASED]	CORE	PRACTICAL	3	0	0	2	0	0	0	0
25AECU302	Ability Enhancement Compulsory Course-II: Environmental Studies & Sustainable Development Goals	CORE	THEORY	4	2	0	0	2	100	0	100
SEMESTER - IV											
25LAT404A	TAMIL IV	ELECTIVE	THEORY	1	4	0	0	3	25	75	100
25LAH404A	Hindi-IV	ELECTIVE	THEORY	1	4	0	0	3	25	75	100
25LAF404A	French-IV	ELECTIVE	THEORY	1	4	0	0	3	25	75	100
25EU404	Communicative English-IV: English for Career	CORE	THEORY	2	4	0	0	3	25	75	100

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25CRM413	CORPORATE ACCOUNTING - I	CORE	THEORY	3	6	0	0	4	25	75	100
25CRM414	INDIRECT TAXATION	CORE	THEORY	3	5	0	0	3	100	0	100
25CRM415	RETAIL BANKING AND INSURANCE	CORE	THEORY	3	5	0	0	4	25	75	100
25CRM416	PRACTICE WORKSHOP - II [SKILL BASED]	CORE	PRACTICAL	3	0	0	2	2	40	60	100
25SECU401	Skill Enhancement Course-I: Information Security	CORE	THEORY	4	2	0	0	2	100	0	100
25PSEU402	Professional Skill Enhancement -II	CORE	THEORY	4	2	0	0	2	100	0	100
SEMESTER - V											
25CRM517	MAJOR ELECTIVE COURSE-I - RETAIL SUPPLY CHAIN MANAGEMENT	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25COE517	e-Services	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25BPU517	Major Elective Course I Corporate Social Responsibility	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25AFU517	Global Business Finance	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25COC519	E- Business Models & practice	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25FTU517	EXIM Finance and shipping	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25FSU517	Working Capital Management	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25BPS517	Corporate Social Responsibility	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25CBI517	Development Banking	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25CMA515	Financial Markets and Services in India	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25CBA518	Data Mining and Business Intelligence	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25BSB523	Modern Banking	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25CRM518	CORPORATE ACCOUNTING - II	CORE	THEORY	3	6	0	0	4	25	75	100
25CRM519	DIGITAL MARKETING FOR RETAIL	CORE	THEORY	3	4	0	0	3	25	75	100
25CRM520	AUDITING	CORE	THEORY	3	4	0	0	3	25	75	100
25CRM521	BRAND MANAGEMENT	CORE	THEORY	3	4	0	0	3	25	75	100
25CRM522	RESEARCH METHODS	CORE	THEORY	3	3	0	0	2	100	0	100
25CRM630	PRACTICE WORKSHOP - III [SKILL BASED]	CORE	PRACTICAL	3	0	0	2	0	0	0	0
25CRM523	INTERNSHIP	CORE	TRAINING	3	0	0	0	2	40	60	100
25CRM524	TRANS DISCIPLINARY COURSE	ELECTIVE	THEORY	3	2	0	0	2	100	0	100
25SECU502	Skill Enhancement Course-II: Indian Knowledge system (Computer Based Test)	CORE	THEORY	4	0	0	0	2	0	100	100
SEMESTER - VI											
25CRM625	MAJOR ELECTIVE COURSE-II-MALL MANAGEMENT	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25COE624	Business Analytics using Python	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25BPU625	Major Elective Course II Corporate Governance	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25CBI625	Major Elective Course II -Insurance Environment	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25AFU624	Commodity Market	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25FTU624	Aviation and Port Operations	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25FSU625	Principles of Sustainable Finance	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25BPS625	Corporate Governance	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25CBA626	BI Tools Data Visualization	ELECTIVE	THEORY	3	5	0	0	4	25	75	100

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25BSB632	Fixed Income Securities Market	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25COC627	e-CRM	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25CMA623	Project Management for Entrepreneurship	ELECTIVE	THEORY	3	5	0	0	4	25	75	100
25CRM626	MANAGEMENT ACCOUNTING	CORE	THEORY	3	6	0	0	4	25	75	100
25CRM627	FINANCIAL REPORTING	CORE	THEORY	3	5	0	0	3	25	75	100
25CRM628	ENTREPRENEURSHIP	CORE	THEORY	3	5	0	0	3	25	75	100
25CRM629	HUMAN RESOURCES MANAGEMENT FOR RETAIL	CORE	THEORY	3	5	0	0	3	25	75	100
25CRM630	PRACTICE WORKSHOP - III [SKILL BASED]	CORE	PRACTICAL	3	0	0	2	2	40	60	100
25CRM631	PROJECT /INNOVATION/ STARTUP	CORE	PROJECT	3	0	0	0	4	40	60	100
25PCSUCRM	PROFESSIONAL COMPETENCY SKILL -BUSINESS AND INVESTMENT STRATEGY	CORE	THEORY	4	2	0	0	2	100	0	100