

B.Voc. in Accounting and Business

Syllabus

First Semester	1. Environmental Studies/ Language: English/Hindi/Modern Indian Language 2. English/ MIL I 3. Introduction to Marketing Management 4. Principles of Microeconomics
Second Semester	1. Environmental Studies/ Language: English/Hindi/Modern Indian Language 2. English/ MIL I 3. Introduction to Marketing Management 4. Macroeconomics
Third Semester	1. English/ MIL II 2. Advertising and Sales Promotion 3. Indian Economy – Sectoral Issues 4. Computer Concepts and Software Packages
Four Semester	1. MIL / English II 2. Retail Business Management 3. Labour and Development in India 4. Business Communications
Fifth Semester	1. Legal Aspects of Marketing 2. Internship Project / Project 3. Financial Accounting Corporate Laws 4. Rural Marketing
Sixth Semester	1. International Marketing: An Overview 2. Globalization Retailing Operations 3. Business Law Financial management

	4. E-Commerce
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