



SVKM's Usha Pravin Gandhi College of Arts, Science and Commerce (Autonomous), Mumbai
Masters of Commerce (Business Management) Program Structure for level I 2026-2027



SEMESTER I		SEMESTER II	
MAJOR		MAJOR	
Strategic Management (4)		Entrepreneurship & New Venture Development (4)	
Consumer Behaviour (4)		Corporate Governance (2)	
Security analysis & Portfolio Management (4)		Design Thinking (4)	
Industry academia Interface (2)		Financial Modelling using Excel (4)	
Specialization - Marketing		Specialization - Marketing	
Digital Media Marketing (4)		Retail Marketing (4)	
Specialization - Finance		Specialization - Finance	
Financial Reporting & analysis (4)		Financial Risk Management (4)	
Minor		Minor	
Research Methodology (4)		---	
OJT/FP/CC/CEP		OJT/FP/CC/CEP	
---		Industry Internship (4)	
Total Credits	22	Total Credits	22

Total Number of Credits in MCOM Level I(Business Management): 44 and Total Courses: 12
 Figure in the brackets represent number of credits.

MCOM (Business Management) USP	<p>The M.Com (Business Management) program at UPG College is designed to bridge the gap between academic learning and practical application, ensuring that students don't just understand business concepts but know how to apply them effectively in dynamic, real-world situations. With a strong focus on strategic thinking, problem-solving, and industry relevance, the program prepares students to confidently step into managerial roles, adapt to evolving business environments, and create meaningful impact in their professional careers.</p>
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 H.C. Principal

SVKM's USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE & COMMERCE

M. Com (Business Management) - Specialization in Marketing / Finance

Semester	Major		Minor	OJT/FP/CC/CEP	Total (Credits)
	Mandatory	Electives			
I	Strategic Management (4 Credits)	Specialization: Marketing (4 Credits)	Research Methodology (4 Credit)		22
	Consumer Behaviour (4 Credits)	Digital Media Marketing (4 Credits)			
	Security Analysis & Portfolio Management (4 Credits)	Specialization: Finance (4 Credits)			
	Industry Academia Interface (2 Credits)	Financial Reporting and Analysis (4 Credits)			
II	Entrepreneurship & New Venture Development (4 Credits)	Specialization: Marketing (4 Credits)		Industry Internship (4 Credits)	22
	Corporate Governance (2 Credits)	Retail Marketing (4 Credits)			
	Design Thinking (4 Credits)	Specialization: Finance (4 Credits)			
	Financial Modelling using Excel (4 Credits)	Financial Risk Management (4 Credits)			

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M.Com (Business Management), Specialization in Marketing / Finance

III	Marketing Specialization: Marketing Research (4 Credits)			Two Specialization Research Publication of 3 Credits each in ABDC, Scopus Journal	22			
	Rural Marketing (4 Credits)			•Marketing Research Publication				
	E-Commerce Marketing (4 Credits)							
	Sustainable, Ethical & Green Marketing (4 Credits)							
	OR							
	Finance Specialization:							•Finance Research Publication
	Equity Research (4 Credits)							
	Technical Analysis (4 Credits)							
	Behavioural Finance (4 Credits)							
	Marketing in Financial Services (4 Credits)							

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IV	Marketing Specialization			Capstone Practicum (Compulsory Any ONE) (6 Credits)	22
	Marketing Strategy (4 Credits)			Corporate Consulting Project	
	Predictive Analytics in Marketing (4 Credits)			Live industry problem with report & presentation	
	Luxury and Lifestyle Marketing (4 Credits)			Policy Impact Assessment Project	
	Global Maarketing (4 Credits)			Study of a government or regulatory policy affecting business	
	Finance specialization			Entrepreneurial Venture Lab	
	Financial Derivatives (4 Credits)			Business model, funding strategy & go-to-market plan	
	FinTech and Digital Payments (4 Credits)				
	Risk Management (4 Credits)				
	Wealth Management (4 Credits)				

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