

## **T.Y. B. COM**

### **SEMESTER-V Commerce V (Marketing)**

#### **Objectives:**

- To make the learners aware about conceptual knowledge and basic elements of Marketing
- To familiarize the learners with the Marketing Decisions
- To familiarize the learners with the recent trends and challenges in Marketing including digital and green marketing

### **SEMESTER– VI Commerce – VI (Human Resource Management)**

#### **Objectives:**

- To acquaint the learners with the basic elements of Human Resource Management
- To familiarize the learners with the various aspects such as HRM,HRD, HR, Leadership, Motivation Theories, Employee moral etc.
- To update the learners with the recent trends and challenges in HRM.