

POST GRADUATE DEPARTMENT OF COMMERCE

MINOR AND MDC COURSES

Minor Courses

Semester	Course Title	Course Code	Credit	Weekly Hours
1	Essentials of Marketing	COM1MN107	4	5
1	Advertisement and Sales Promotion	COM1MN108	4	5
2	Consumer Behaviour	COM2MN107	4	5
2	Strategies for Brand Building	COM2MN108	4	5
3	Sales Management	COM3MN207	4	5
3	Retail Business Management	COM3MN208	4	5

MDC Courses

Semester	Course Title	Course Code	Credit	Weekly Hours
1	Stock Market Fundamentals	COM1FM105 (2)	3	3
2	Financial Literacy	COM2FM106 (1)	3	3