

PARUL INSTITUTE OF COMMERCE

FACULTY OF COMMERCE

PARUL UNIVERSITY

Master of Commerce in Marketing Semester - 1

Teaching and Examination Scheme for Batch 2026-27

(NOTE:A credit is a unit by which the coursework is measure. It determines the number of hours of instruction required per week over the duration of a semester (Minimum 15 weeks/90days)

1. 1 Theory Credit = 15 hours of academic activity engagement in a semester
2. 1 Credit of (Practical/Internship/workshop-based activity/ Self-Learning-Online/Offline) = 30 Hours of engagement in a semester
3. 1 Credit of Experiential learning (Field Visit/ Industry Visit)/ Assignments = 40-45 hours of engagement in a semester.
4. Research Project/Dissertation: Entire Seventh & Eighth Semesters (12 Credits)

T = Theory , P = Practical , CE = Continuous Evaluation

Semester 1

[illegible]