



Deen Dayal Upadhyaya Gorakhpur University

NAAC A++, UGC-Entitled, NIRF #151-200, IIRF #75

B.Com (Hons.) - WLP

Type

Ug Program

Mode

Work-Linked

Duration

4 Years

Total fees

₹ 76,500

Deen Dayal Upadhyaya Gorakhpur University

Deen Dayal Upadhyaya Gorakhpur University, founded in 1950, is the first university in Uttar Pradesh to emerge as a leading higher-studies centre after Independence. It has earned an A++ accreditation from NAAC for its relentless pursuit of its motto, “Let the noble thoughts come to us from all directions,” which reflects its openness to diverse perspectives, cultures, and values in its academic and organizational spheres. DDU Gorakhpur University offers Online Programs, ODL Programs, and Work-linked Programs to support diverse learners. The university bears the name of the eminent political philosopher, Pandit Deen Dayal Upadhyaya. It is situated in Gorakhpur, where it draws inspiration from the spiritual, philosophical, patriotic, and philanthropic heritage of Gautam Buddha, Sant Kabir, Guru Gorakshnath, Bismil, Hanuman Prasad Poddar, and the world-famous Gita Press.

Key features

- ◆ Industry-Integrated Curriculum
- ◆ NAAC A+ Accredited University
- ◆ Entrepreneurship & Innovation Cell
- ◆ Digital Learning Management System (LMS)
- ◆ Scholarship Opportunities for Meritorious Students
- ◆ Experienced Faculty from Academia & Industry

B.Com (Hons.) - WLP

Highlights

- ◆ Blends flexible online modules with company-linked exposure to make learning more practice-oriented.
- ◆ Focuses on Business Organisation, Business Statistics, financial accounting, and business law, giving learners a subject-specific base for understanding commerce, accounting, finance, and business practice.
- ◆ Encourages learners to apply concepts through tasks, projects, internship exposure, or workplace-linked examples.
- ◆ Designed for stronger transition from academic learning to professional habits and work-readiness.
- ◆ Supports career exploration and employability development in areas connected to Accountant, Financial Analyst, and Tax Consultant and related accounting, finance support, taxation, banking, and business administration pathways, with added focus on problem-solving discipline.

Learning outcomes

- ◆ Within B.Com - WLP from Deen Dayal Upadhyaya Gorakhpur University, analyze commercial transactions, financial records, and business decisions using concepts from Business Organisation, Business Statistics, financial accounting, and business law.
- ◆ Apply subject knowledge to solve accounting, compliance, and financial interpretation tasks with greater structure and clarity.
- ◆ Evaluate commercial choices using financial, economic, and regulatory information while considering accuracy, compliance awareness, and sound commercial reasoning.
- ◆ Create or present financial statements, business summaries, and commerce-based reports with clear structure and practical relevance.
- ◆ Translate classroom concepts into workplace-ready responses for tasks related to Accountant, Financial Analyst, and Tax Consultant and related accounting, finance support, taxation, banking, and business administration pathways, while strengthening problem-solving discipline.

Eligibility Criteria

10+2 or equivalent from a recognized board (any stream). | A candidate who has successfully passed the examination conducted by a Board/University at the 10+2 level (Class XII) of schooling in any discipline shall be eligible for admission to the programme.

Curriculum Overview

Semester I (5 subjects)

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|--------------------------------------|--|
| ◆ OLBCOM101 - Business Organisation | ◆ ODUGSEC1 - Soft skills and personality Development |
| ◆ OLBCOM102 - Business Statistics | |
| ◆ OLBCOM103 - Business Communication | ◆ ODUGAEC1 - Communicative English |

Semester II (6 subjects)

- | | |
|---------------------------------------|--|
| ◆ OLBCOM201 - Business Management | ◆ OLBCOM204 - Business Economics |
| ◆ OLBCOM202 - Financial Accounting | ◆ ODUGSEC2 - Introduction to E-Commerce |
| ◆ OLBCOM203 - Computerised Accounting | ◆ ODUGAEC2 - Basics of Digital Marketing |



Curriculum Overview (continued)

Semester III (5 subjects)

- ◆ OLBCOM301 - Company Law
- ◆ OLBCOM302 - Cost Accounting
- ◆ OLBCOM303 - Business Regulatory Framework
- ◆ ODUGSEC3 - Chat GPT and Gen AI
- ◆ ODUGAEC3 - Financial Literacy

Semester IV (6 subjects)

- ◆ OLBCOM401 - Income Tax Law & Accounts
- ◆ OLBCOM402 - Fundamentals of Marketing
- ◆ OLBCOM403 - Digital Marketing
- ◆ OLBCOM404 - Research Project/Dissertation/Internship/Field Work/Survey
- ◆ OLBCOM405 - Fundamentals of Entrepreneurship
- ◆ ODUGAEC4 - Business and professional Skills

Semester V (5 subjects)

- ◆ OLBCOM501 - Corporate Accounting
- ◆ OLBCOM502 - Goods & Services Tax
- ◆ OLBCOM503 - Business Finance
- ◆ OLBCOM504 - Monetary Theory & Banking in India
- ◆ OLBCOM505 - Principles & Practices Of Insurance



Curriculum Overview (continued)

Semester VI (5 subjects)

- ◆ OLBCOM601 - Accounting for Managers
- ◆ OLBCOM602 - Auditing
- ◆ OLBCOM603 - Personnel Management
- ◆ OLBCOM604 - Financial Institutions & Markets
- ◆ OLBCOM605 - Business Ethics & Corporate Governance

Semester VII (Honours) (5 subjects)

- ◆ OLBCOM701 - Managerial Economics
- ◆ OLBCOM702 - Statistical Analysis & Research Methodology
- ◆ OLBCOM703 - Organisational Behaviour
- ◆ OLBCOM704 - Essentials of E Commerce Hons.
- ◆ OLBCOM705 - Business Environment

Semester VIII (Honours) (7 subjects)

- ◆ OLBCOM801 - Financial Management
- ◆ OLBCOM802 - Human Resource Management
- ◆ OLBCOM803 - Marketing Management
- ◆ OLBCOM804 - International Business
- ◆ OLBCOM805/F1 - Accounting Theory
- ◆ OLBCOM805/HR1 - Talent Management
- ◆ OLBCOM805/M1 - Consumer Behaviour & Marketing Research



Curriculum Overview (continued)

Semester VII (Honours with Research) (5 subjects)

- ◆ OLBCOM701 - Managerial Economics
- ◆ OLBCOM702 - Statistical Analysis & Research Methodology
- ◆ OLBCOM703 - Organisational Behaviour
- ◆ OLBCOM704 - Essentials of E Commerce
- ◆ OLBCOM705 - Business Environment

Semester VIII (Honours with Research) (7 subjects)

- ◆ OLBCOM801 - Financial Management
- ◆ OLBCOM802 - Human Resource Management
- ◆ OLBCOM803 - Marketing Management
- ◆ OLBCOM804/R - Major Research Project/Dissertation
- ◆ OLBCOM805/F1 - Accounting Theory
- ◆ OLBCOM805/HR1 - Talent Management
- ◆ OLBCOMH805/M1 - Consumer Behaviour & Marketing Research

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Year 4	Total
Registration / Application Fee	₹ 500	—	—	—	₹ 500
Work-Linked Program Fee	₹ 5,000	₹ 5,000	₹ 5,000	₹ 5,000	₹ 20,000
Exam Fee	₹ 3,000	₹ 3,000	₹ 3,000	₹ 3,000	₹ 12,000
Course Fee	₹ 11,000	₹ 11,000	₹ 11,000	₹ 11,000	₹ 44,000
Total	₹ 19,500	₹ 19,000	₹ 19,000	₹ 19,000	₹ 76,500

Career & Placement highlights



95%

of graduates placed



3x

Average salary hike

Top Career Roles



Machine Learning Engineer



Data Scientist



Systems Architect



Technical Support
Specialist



Entrepreneur



Cybersecurity Analyst