



Deen Dayal Upadhyaya Gorakhpur University

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

M.Com – WLP

Type

Pg Program

Mode

Work-Linked

Duration

2 Years

Total fees

₹ 42,500

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

M.Com - WLP

Highlights

- ◆ Work-linked pathway combining digital academic modules with internship or company-linked practical exposure.
- ◆ Subject learning covers Managerial Economics, Business Ethics and Corporate Governance, Statistical Analysis & Research Methodology, and Organisational Behaviour, helping learners connect commerce, accounting, finance, and business practice with workplace situations.
- ◆ Practical touchpoints encourage professional discipline, communication, and responsibility in real or simulated work contexts.
- ◆ Flexible delivery supports learners who want academic progress without losing exposure to applied environments.
- ◆ Strengthens employability, workplace readiness, and domain awareness for pathways in Finance & Accounting: Financial Analyst, Accountant, Auditor, and Tax Consultant., Banking & Insurance: Banking Officer, Investment Analyst, and Risk Manager., and Corporate Sector: Business Consultant, Corporate Strategist, and Operations Manager. and related accounting, finance support, taxation, banking, and business administration pathways, with added focus on digital confidence.

Learning outcomes

- ◆ Within M.Com - WLP from Deen Dayal Upadhyaya Gorakhpur University, examine commercial transactions, financial records, and business decisions through the lens of Managerial Economics, Business Ethics and Corporate Governance, Statistical Analysis & Research Methodology, and Organisational Behaviour.
- ◆ Use relevant tools, theories, or frameworks to address accounting, compliance, and financial interpretation tasks.
- ◆ Compare options and make reasoned judgements about commercial choices using financial, economic, and regulatory information.
- ◆ Prepare financial statements, business summaries, and commerce-based reports with clarity, evidence, and subject-specific vocabulary.
- ◆ Translate classroom concepts into workplace-ready responses for tasks related to Finance & Accounting: Financial Analyst, Accountant, Auditor, and Tax Consultant., Banking & Insurance: Banking Officer, Investment Analyst, and Risk Manager., and Corporate Sector: Business Consultant, Corporate Strategist, and Operations Manager. and related accounting, finance support, taxation, banking, and business administration pathways, while strengthening digital confidence.

Eligibility Criteria

Course Eligibility: Candidates must hold at least a bachelor's degree in any discipline.

Internship Eligibility: Age limit: 25 years

*Earnings depend on role, industry, company policies, and internship availability.

Curriculum Overview

Semester I (4 subjects)

- ◆ OLMCOM101 - Managerial Economics
- ◆ OLMCOM102 - Business Ethics and Corporate Governance
- ◆ OLMCOM103 - Statistical Analysis & Research Methodology
- ◆ OLMCOM104 - Organisational Behaviour

Semester II (6 subjects)

- ◆ OLMCOM201 - Financial Management
- ◆ OLMCOM202 - Human Resource Management
- ◆ OLMCOM203 - Marketing Management
- ◆ OLMCOM204 - Specialisation Group A)
OLMCOM204/F1 B) OLMCOM204/HR1 C)
OLMCOM204/M1
- ◆ OLPGID201 - Indian Business Value system
- ◆ OLPGID202 - Yoga and Wellness



Curriculum Overview (continued)

Semester III (5 subjects)

- ◆ OLMCOM301 - Accounting for Managerial Decisions
- ◆ OLMCOM302 - Strategic Management
- ◆ OLMCOM303 F2/H2/M2 - Specialisation Group
A) OLMCOM 303/F2 B) OLMCOM303/HR2 C) OLMCOM303/M2
- ◆ OLMCOM304 F3/H3/M3 - Specialisation Group
A) OLMCOM304/F3 B) OLMCOM304/HR3 C) OLMCOM304/M3
- ◆ OLMCOM305 - Research Project/ Industrial Visit/ Internship & Survey Work

Semester IV (5 subjects)

- ◆ OLMCOM401 - Management Information System
- ◆ OLMCOM402 F4/H4/M4 - Specialisation Group
A) OLMCOM402/F4 B) OLMCOM402/HR4 C) OLMCOM402/M4
- ◆ OLMCOM403 F5/H5/M5 - Specialisation Group
A) OLMCOM403/F5 B) OLMCOM403/HR5 C) OLMCOM403/M5
- ◆ OLMCOM404 F6/H6/M6 - Specialisation Group
A) OLMCOM404/F6 B) OLMCOM404/HR6 C) OLMCOM404/M6
- ◆ OLMCOM405 - Research Project/Industrial Visit/Internship/Survey Work & Viva-Voce



Curriculum Overview (continued)

Elective Courses (Specialisation Groups) (18 subjects)

- ◆ OLMCOM204/F1 - Accounting Theory
- ◆ OLMCOM303/F2 - Indian Financial System & Financial Analysis
- ◆ OLMCOM304/F3 - International Financial System & Management
- ◆ OLMCOM402/F4 - Strategic Cost Management
- ◆ OLMCOM403/F5 - Security Analysis & Portfolio Management
- ◆ OLMCOM404/F6 - Corporate Tax Planning & Management
- ◆ OLMCOM204/HR1 - Talent Management
- ◆ OLMCOM303/HR2 - Management of Transformation
- ◆ OLMCOM304/HR3 - Industrial Relations & Labour Legislation
- ◆ OLMCOM402/HR4 - Conflict Resolution & Strategic Negotiation
- ◆ OLMCOM403/HR5 - Training & Development
- ◆ OLMCOM404/HR6 - Performance & Compensation Management
- ◆ OLMCOM204/M1 - Consumer Behaviour & Marketing Research
- ◆ OLMCOM303/M2 - Integrated Marketing Communication
- ◆ OLMCOM304/M3 - International Marketing
- ◆ OLMCOM402/M4 - Retailing & Supply Chain Management
- ◆ OLMCOM403/M5 - Product & Brand Management
- ◆ OLMCOM404/M6 - Services & Industrial Marketing

Fee Structure

Fee heads	Year 1	Year 2	Total
Registration / Application Fee (One Time)	₹ 500	—	₹ 500
Work-Linked Program Fee	₹ 5,000	₹ 5,000	₹ 10,000
Exam Fee	₹ 3,000	₹ 3,000	₹ 6,000
Course Fee	₹ 13,000	₹ 13,000	₹ 26,000
Total	₹ 21,500	₹ 21,000	₹ 42,500

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