

# BACHELOR OF COMMERCE (B.Com.)

## (THREE YEAR DEGREE COURSE)

### BUSINESS ADMINISTRATION

Programme: B.Com.	Year: First	Semester: First
Subject: Commerce		
Course Code: C010101T	Course Title: Business Organization	
Course outcomes: After completing this course a student will have:		
<ul style="list-style-type: none"><li>✓ Ability to understand the concept of Business Organisation along with the basic laws and norms of Business Organisation.</li><li>✓ Ability to understand the terminologies associated with the field of Business Organisation along with their relevance.</li><li>✓ Ability to identify the appropriate types and functioning of Business Organisation for solving different problems.</li><li>✓ Ability to apply basic Business Organisation principles to solve business and industry related problems.</li><li>✓ Ability to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.</li></ul>		

Programme: B.Com.	Year: First	Semester: First
Subject: Commerce		
Course Code: C010103T	Course Title: Business Communication	
Course outcomes: To acquire skills in reading, writing, comprehension and communication, and also to use electronic media for business communication.		

Programme: B.Com.	Year: First	Semester: Second
Subject: Commerce		
Course Code: C010201T	Course Title: Business Management	
Course outcomes: After completing this course a student will have:		
<ul style="list-style-type: none"><li>✓ Ability to understand the concept of Business Management along with the basic laws and norms of Business Management.</li><li>✓ Ability to understand the terminologies associated with the field of Business Management and control along with their relevance.</li><li>✓ Ability to identify the appropriate method and techniques of Business Management for solving different problems.</li><li>✓ Ability to apply basic Business Management principles to solve business and industry related problems.</li></ul>		
Ability to understand the concept of Planning, Organising, Direction, Motivation and Control etc.		

Programme: B.Com.	Year: Second	Semester: Third
Subject: Commerce		
Course Code: C010301T	Course Title: Company Law	
Course outcomes: The objective of this course is to provide basic knowledge of the provisions of the Companies Act 2013 along with relevant cases.		

Programme: B.Com.	Year: Second	Semester: Fourth
Subject: Commerce		
Course Code: C010402T	Course Title: Fundamentals of Marketing	
Course outcomes: The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.		

Programme: B.Com.	Year: Second	Semester: Fourth
Subject: Commerce		
Course Code: C010403P	Course Title: Digital Marketing (Practical)	
Course Outcomes:		
After completing this course a student will have:		
<ul style="list-style-type: none"> <li>✓ Ability to understand the concept of Digital Marketing along with the basic forms and norms of Digital Marketing.</li> <li>✓ Ability to understand the terminologies associated with the field of Digital Marketing and control along with their relevance.</li> <li>✓ Ability to identify the appropriate method and techniques of Digital Marketing for solving different problems.</li> <li>✓ Ability to apply basic Digital Marketing principles to solve business and industry related issues and problems.</li> <li>✓ Ability to understand the concept of Budgetary Control, Cash Flow Statement, Fund Flow Statement, Break Even Analysis etc.</li> </ul>		

Programme: B.Com.	Year: Third	Semester: Sixth
Subject: Commerce		
Course Code: C010604T	Course Title: Financial Market Operations	
Course outcomes:		
After completing this course a student will have:		
<ul style="list-style-type: none"> <li>✓ Ability to understand the concept of Financial Market along with the basic forms and norms of Financial Market.</li> <li>✓ Ability to understand the terminologies associated with the field of Financial Market and control along with their relevance.</li> <li>✓ Ability to identify the appropriate method and techniques of Financial Market for solving different problems.</li> <li>✓ Ability to apply basic Financial Market principles to solve business and industry related problems.</li> <li>✓ Ability to understand the concept of Primary and Secondary Market, Stock Exchange, SEBI etc.</li> </ul>		