

DEPARTMENT OF COMMERCE

Programme Objectives	
B. Com.	<ul style="list-style-type: none"> i. To make the learners understand the basic concepts of business, services and its other key areas such as production, marketing, finance, human resource ii. To make the learners aware about various carrier avenues available
Course Objectives	
F. Y. B. Com.	Commerce I [Introduction to Business]
	<ul style="list-style-type: none"> i. To introduce the learners the concepts of business; [its objectives; scope...etc], growth strategies, LPG, business environment; international environment, project planning, entrepreneurship ii. To create awareness among the learners about business unit promotion, business panning, project planning, feasibility studies, licensing and registration procedure iii. To inculcate and expose competencies of entrepreneurs
	Commerce II [Service Sector]
	<ul style="list-style-type: none"> i. To make the learners aware about service sector, retailing-meaning, formats, ITeS [BPO, KPO, LPO, ERP], banking and insurance sector, e-commerce, e-transition in business ii. To make the learners aware about the career prospects in these sectors
S. Y. B. Com.	Commerce III -----[Management Functions & Challenges]
	<ul style="list-style-type: none"> i. To make the earners aware about conceptual knowledge and evolution of management ii. To familiarize the earners with the functions of management
	Sem.-IV -----Commerce IV [Production & Finance]
	<ul style="list-style-type: none"> i. To acquaint the learners with the basic concepts of production management, inventory management and quality management. ii. To provide basic knowledge about Indian financial systems. ii. To update the learners with the recent trends in finance.
	S Y B Com ---Sem.-III & IV -Advertising – I & II Advertising – I & II
	<ul style="list-style-type: none"> i. To highlight the ore of advertising for the success of brands and its importance within the marketing function of a company ii. It aims to orient learners towards the practical aspects and techniques of advertising. ii. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising.
T. Y. B. Com.	Commerce – V- Commerce Paper –V - MHRM [Marketing]
	<ul style="list-style-type: none"> i. To make the learners aware about basic concepts of marketing ii. To enable the learners to know about recent trends, challenges in marketing
	Commerce VI- Commerce Paper VI –MHRM [Human Resource Management]
	<ul style="list-style-type: none"> i. To enable the learners aware about the meaning and primary concepts of HRM ii. To enable the learners to know various areas, techniques and challenges in HRM
	TYB COM. Sem. V & VI---Export Marketing I & II
	<ul style="list-style-type: none"> i. To familiarize the earners with the framework of import-export procedures and policies in India. ii. To introduce the learners the procedural formalities involved in exports iii. To create awareness among the learners the organizational set up for export trade in India. iv. To provide the learners about the financial set up for export trade. v. To familiarize the learners with shipping and custom formalities, documentations registration formalities vi. To create a strong export base for Indian young generation. vii. To help the learners to know career scope in import and export.

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Programme Outcomes	
B. Com.	<ul style="list-style-type: none"> • The learners develops proper conceptual understanding • The learners may enhance necessary employability competencies in the area of their choice.
Course Objectives	
F. Y. B. Com.	Commerce I [Introduction to Business]
	<ul style="list-style-type: none"> • The learners understands the nature of business at the domestic; international and global level. • The learners understands the different basic concepts relating to business; its promotion, growth and expansion, e-transition in business • The interested learners may develop necessary competencies among them for self-employment and entrepreneurship
	Commerce II [Service Sector]
	<ul style="list-style-type: none"> • The learners understands the nature of business at the domestic; international and global level. • The learners understands the different basic concepts relating to business; its promotion, growth and expansion, e-transition in business • The interested learners may develop necessary competencies among them for self-employment and entrepreneurship
S. Y. B. Com.	Sem. III-----Commerce III -----[Management Functions & Challenges]
	<ul style="list-style-type: none"> • To enable the learners to learn the basic concepts of Management, Planning & Decision Making, Organizing, Directing & Controlling, • The learners will get thorough knowledge on the managerial skills, and competencies for facing the issues and challenges before management. • The subject/course enable learners to develop and prepare for managerial skills, self-employment... etc.
	Sem.-IV -----Commerce IV [Production & Finance]
	<ul style="list-style-type: none"> • To enable the learners to learn the basic concepts of production & Inventory management. Quality management, Indian financial system, recent trends in finance, etc. • The student will get thorough knowledge on the production, inventory and quality management. Indian financial system, financial management, recent trends in finance, etc. • The subject/ course enable learners to develop and prepare for production, financial managerial skills, self-employment, etc.
	S Y B Com ---Sem.-III & IV -Advertising – I & II Advertising – I & II
	<ul style="list-style-type: none"> • Commerce learners get idea about introduction of Advertising. Advertising Agency, Economic & Social aspects of advertising, brand building & special purpose of advertising, Advertising Media, ad campaign, creativity in advertising, evaluation of advertising, etc. • Learners can get idea about career scope and opportunities in advertising field.
T. Y. B. Com.	Sem. V----Commerce – V- Commerce Paper –V - MHRM [Marketing]
	<ul style="list-style-type: none"> • The learners learns about elementary concepts of marketing. • The learners may select ‘Marketing’ as career after graduation.
	Sem.--VI Commerce VI- Commerce Paper VI –MHRM [Human Resource Management]
	<ul style="list-style-type: none"> • The learners understands HRM as a distinct area of management • The learners may select ‘HRM’ as career after graduation.
	TYB COM. Sem. V & VI--Export Marketing I & II
<ul style="list-style-type: none"> • The learners knows the concept and framework of Export-Import procedures and policies in India. • The learner can analyze the principles of international business and strategies adopted by firms for exporting products globally. • The earners can apply the current custom clearance phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects. • The learners can integrate all the learned concepts practically when functioning as an exporter or serving to export companies in global trade. • The learners can choose export and import as a career option. 	