

F.Y.B.Com- Sem.-I (w.e.f. 2016-17)

Commerce Paper I: Introduction to Business

Course Objectives

- To impart the basic knowledge of setting business unit
- To make learner aware of basic requirement and return and legal provisions for starting business
- To give elementary knowledge to learner about Entrepreneurship
- To expose them Problems and prospects of Women Entrepreneurs:
- To familiarize the learners with current trends in business.

F.Y.B.Com- Sem.-II (w.e.f. 2016-17)

Commerce Paper II: Introduction to Services

Course Objectives

- To acquaint the students with the fundamentals of services
- To develop analytical ability to plan for various services strategies
- To familiarize the learners with current trends in services.
- To make students aware of present status of E-Commerce in India.

S.Y.B.Com- Sem.-III (w.e.f. 2017-18)

Commerce –III (Management: Functions and Challenges)

Course Objectives

- To make the learners aware about conceptual knowledge and evolution of Management.
- To familiarize the learners with the functions in Management.

Advertising– I Skill Enhancement Courses (SEC)

Course Objective

- To expose them to various tools of IMC
- To make the learner aware of role of advertising in contemporary scenario
- To understand and examine the growing importance of advertising
- To acquaint students with future and career in advertising
- To familiarize the learners with current trends in advertising.

S.Y.B.Com- Sem.-IV (w.e.f. 2017-18)

Commerce – IV (Management: Production & Finance)

Course Objectives

- To acquaint the learners with the basic concepts of Production Management, Inventory Management & Quality Management.
- To provide basic knowledge about Indian Financial Systems.
- To update the learners with the recent trends in Finance.

Skill Enhancement Courses (SEC) Semester – IV ADVERTISING - II

Course Objective

- To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
- To understand the construction of an effective advertisement
- It aims to orient learners towards the practical aspects and techniques of advertising.
- 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- Sem.-V (w.e.f. 2018-19)

Commerce – V (Marketing)

Course Objectives: -

- To understand basic concept of marketing and marketing mix
- To understand marketing philosophy and generating ideas for Marketing Information System and Marketing Research
- To make students aware about Marketing Challenges faced by Marketing Managers in 21st Century
- To update the learners with Skills required for effective marketing
- To understand Competitive Strategies for Market Leader, Market Challenger, Market Follower

Skill Enhancement Courses (SEC) - Export Marketing-I

Course Objective

- To acquaint the learners with the basic concepts of Export marketing
- To update the learners with Global Framework for Export Marketing
- To provide basic knowledge about Financial Incentives available to Indian Exporters
- To familiarize the learners with current trends in Export Marketing

T.Y.B.Com- Sem.-VI (w.e.f. 2018-19)

Commerce – VI (Human Resource Management)

Course Objectives

- To familiarize the student with the fundamental aspects of various issues associated with Human Resource Management as a whole.
- To introduce the basic concepts, functions and processes & create an awareness of the role, functions and functioning of Human Resource Management.
- To Understand the Concept and Process of HRP
- To understand the applications of HRIS
- To familiarize students with different theories of leadership and motivation
- To make students aware about Human Resource Challenges faced by HR managers
- To update the learners with the recent trends in HRM.

Skill Enhancement Courses (SEC) – Export Marketing-II

Course Objective

- To acquaint the learners with Product Planning and Pricing Decisions for Export Marketing
- To make students aware recent trends Export Distribution and Promotion
- To familiarize students with different sources of Export Finance
- To provide basic knowledge about Export Procedure and Documentation