

## **DEPARTMENT OF COMMERCE**

### **Mapping of the Courses to Employability / Entrepreneurship / Skill Development**

<b>Class</b>	<b>Course Name</b>	<b>Course Code</b>	<b>Unit No. and topics focusing on Employability / Entrepreneurship / Skill Development</b>
F.Y.B.Com Semester I	Commerce I (Business Development)	RJCUCOM102	<p><b>Unit I:</b> Understanding of basic concept of Business and its Functioning, Business Development Skills</p> <p><b>Unit II:</b> Skills of understanding the Environment of Business and consciousness of adjustment to the Environmental aspects.</p> <p><b>Unit III:</b> Understanding the Process of Starting a Business and Planning involved, skills of the legal requirements of Business and filing of Returns.</p> <p><b>Unit IV:</b> Entrepreneurship Competencies, Skill Development through Training Centers, Institutional Finance and Schemes for Entrepreneurship Development, Encouragement and Incentives available for Women Entrepreneurs.</p>
F.Y. B.Com Semester II	Commerce II (Service Sector)	RJCUCOM202	<p><b>Unit I:</b> Understanding of basic concept of Services and their contribution to the Economy, Career and employment opportunities available in services sector.</p> <p><b>Unit II:</b> Management of Retail Sector and Employment opportunities in Organised Retail.</p> <p><b>Unit III:</b> Employment options in BPOs, KPOs, Prospects in Insurance Sector, Employment in Logistics Sector, Skills required for Internet Banking.</p> <p><b>Unit IV:</b> Job opportunities through E-Commerce, Skills and scope for Developing Research and Business through E-Commerce, Career Opportunities in E-Commerce.</p>

S.Y.B.Com Semester III	Commerce III (Management)	RJCUCOM303	<p><b>Unit I:</b> Understanding of Principles, Process and Functions of Management. and Skills required for application in effective conduct of Business.</p> <p><b>Unit II:</b> Skills involved in Planning and Good Decision Making for Business success.</p> <p><b>Unit III:</b> Skills involved in Organising of Business activities and Delegation of Authority for efficient Business.</p> <p><b>Unit IV:</b> Skill sets required for Directing and Controlling Business properly with effective communication, development of soft skills, Role of Motivation for business success, Leadership traits and skill sets, Personality development for better prospects in business and employment.</p>
S.Y. B.Com Semester IV	Commerce IV (Production Management & Finance)	RJCUCOM403	<p><b>Unit I:</b> Development of Production Management and Planning Skills; Inventory Management Skills for business success.</p> <p><b>Unit II:</b> Quality Management Skills and Techniques and Quality Control for business growth and reputation - Quality consciousness and quality management skills for success in business.</p> <p><b>Unit III:</b> Understanding of Indian Financial System, Functioning of Stock Markets and Employment opportunities, Functioning of SEBI and Investor Protection, Functioning of Depositories and Credit Rating Agencies - Job and Career Prospects available; Scope for Investment and Wealth Creation, Skills required for success in Stock Market Investments.</p> <p><b>Unit IV:</b> Understanding Recent Trends in Finance - Mutual Funds Prospects and Schemes, Employability, Investment of funds and virtue of savings, Derivative Market skills, Commodities Market employment opportunities, Micro Finance and Self Help Groups - Career prospects, empowerment, employability and</p>

			scope for Start Ups - Entrepreneurship opportunities.
S.Y.B.COM Semester III	Advertising - I	RJCUCOM305	<p><b>UNIT 1:</b> Develops skills and understanding of advertising functions, classification of advertising and role of Integrated Marketing Communication in modern times.</p> <p><b>UNIT 2 :</b> Employment opportunities in Ad Agencies for different services of ad agencies, Careers in advertising and Skills required, Client - Agency relationship skills.</p> <p><b>UNIT 3:</b> Understanding of effect of advertising on Demand and Competition, Develops skills in Ethical and Unethical advertising, Advertising Code, Social and Green advertising, Employability in ASCI and DAVP.</p> <p><b>UNIT 4:</b> Ad communication process, Develops skills for different types of advertising, Skills to manage Brand Crisis.</p>
S.Y.B.COM Semester IV	Advertising - II	RJCUCOM405	<p><b>UNIT 1:</b> Employability in Media used for advertising and Media research, Skills in Code of advertising.</p> <p><b>UNIT 2:</b> Develops skills for Media Scheduling Strategies, Advertising budget and Advertising Campaign, Determination of Media Objectives.</p> <p><b>UNIT 3:</b> Develops skills in understanding buying motives and selling points, USP and Celebrity Endorsements.</p> <p><b>UNIT 4:</b> Employability in visualization, copywriter, Develops skills about pre and post testing of advertising effectiveness.</p>
SY B. Com Semester III	Business Law - I	RJCUCOM306	<p><b>Unit I: Indian Contract Act-1872 Part – I-</b> Understanding the basic concepts of law, rules regarding valid contracts- agreements that are void which cannot be entered- how to enter into e-</p>

			<p>Contracts- penalties for breach of contract.</p> <p><b>Unit II: Special Contracts</b> – understanding the rules regarding special contracts- indemnity- obligations of guarantor- bailment and pledge – and the rights and duties of agent and principal.</p> <p><b>Unit III: The Sale of Goods Act- 1930-</b> how to enter into valid contract of sale- rights of buyer and seller in case of breach in contract of sale- implied conditions and warranties- legal provisions related to Auctions.</p> <p><b>Unit IV: The Negotiable Instruments (Amendment) Act, 2015 and Information Technology Act, 2000-</b> Types and features of different negotiable instrument that they can use in business - Different types of cheques – information about CTS clearing – How to create Digital Signature – Knowledge on different types of cybercrimes and penalties imposed on it. How to file a complaint in case of cyber-crime.</p>
SY B. Com Semester IV	Business Law - II	RJCUCOM406	<p><b>UNIT 1: Indian Companies Act – 2013-</b> Can start their own company- rules regarding how to start a company- how to become a member or director in the company- conducting different types of meeting- obtaining DIN to become director- rights of member.</p> <p><b>UNIT 2: INTELLECTUAL PROPERTY RIGHTS -</b> Knowledge on what can and cannot be patented – How to file a patent – Brief knowledge on Copyright- How to file a copyright and information on rights of copyright holder- Types of Trademark that can be registered and procedure thereto- understanding GI.</p> <p><b>UNIT 3: Indian Partnership Act – 1932 &amp; LLP Act, 2008-</b> Knowledge on starting own partnership firm – Rights and Duties of Partners - Procedure for Incorporation of LLP – how to convert partnership firm, private company and unlisted company into LLP</p>

			<b>UNIT 4: Consumer Protection Act, 1986 &amp; Competition Act 2002</b> – How to file a complaint – understanding the working of District forum, State Commission and National Commission- Anti Competitive agreement, howto file for combinations.
T.Y.B.COM Semester V	COMMERCE -V (Marketing)	RJCUCOM501	<p><b>UNIT 1:</b> Develops skills about CRM, Marketing Information System, Employability in MIS, MarketResearch skills, Data mining skill sets.</p> <p><b>UNIT 2:</b> Develops skills in components of Marketing Mix, Importance of Branding, Product Life Cycle, Employability in Packaging, Branding, Product Designing,Service Positioning.</p> <p><b>UNIT 3:</b> Develops Skills for Effective Selling, Employability through Salesmanship/personal selling, physical distribution, Supply Chain Management.</p> <p><b>UNIT 4:</b> Skills for Effective Marketing, Rural Marketing, Green Marketing and Digital Marketing. Employability inDigital marketing, Rural Marketing, Consumer Organisations, Careers in Marketing.</p>
T.Y.B.COM Semester VI	COMMERCE- VI (Human Resource Management)	RJCUCOM601	<p><b>UNIT 1:</b> Basics of Human Resource Management, Develops skills in HRP, Job Analysis, Job Design, Recruitment and Selection, E-Selection.</p> <p><b>UNIT 2:</b> Understanding of HRD, Training and Development Skills, Careers in HRM and Succession Planning Skills. Employability in mentoring and counselling, Performance appraisal.</p> <p><b>UNIT 3:</b> Human Relations and Leadership Skills, EQ and SQ, Understanding of Employee Grievances.</p> <p><b>UNIT 4:</b> Developing HR Competencies, Learning and Innovative Organisation, Managerial Role, Challenges in HRM, Employee Engagement Skills, Changing pattern of employment.</p>

T Y B.Com Semester V	Export Marketing - I	RJCUCOM506	<p><b>UNIT 1: Introduction to Export Marketing</b> – understanding the basics of export – importance of exports- knowledge on risk faced by exporters and recent trends in export of goods and services- understanding of the international trading scenario.</p> <p><b>UNIT 2: Global Framework for Export Marketing</b> – Knowledge on different tax and non-tax barriers imposed in international trade- major economic groups in the world- understanding how to conduct marketing research in international market and how to select appropriate market - development of marketing research skills.</p> <p><b>UNIT 3: India's Foreign Trade Policy</b> – Highlights of FTP –What items can be exported and what cannot be exported- knowledge on benefits provided by TEE, SEZ, EPZ, EOUS, STP etc.,- employability opportunities.</p> <p><b>UNIT 4: Export Incentives and Assistance</b>- Different incentives available to exporter – how to claim these incentives- knowledge on different organizations set up by Government of India that assist exporter in exporting.Scope for Entrepreneurship.</p>
T Y B.Com Semester VI	Export Marketing - II	RJCUCOM606	<p><b>UNIT 1: Product Planning and Pricing Decisions for Export Marketing</b> - Knowledge on deciding various strategies regarding product, place and packaging in foreign market- Knowledge on marking and labeling used in foreign trade- pricing decisions and international</p>

			<p>pricing quotation used in international trade - Employability in the field of Marketing.</p> <p><b>UNIT 2: Export Distribution and Promotion</b> – understanding the distribution channel to be selected for export- How to select proper mode of transport to minimize the cost- How to effectively promote product in foreign market - Employment in logistics and Advertising Sectors.</p> <p><b>UNIT 3: Export Finance</b> – Importance of Letter of Credit-How to open Letter of Credit- How to obtain finance – Role of EXIM, SIDBI and other Commercial banks in promoting export trade - Opportunities of employment in these Financial Institutions.</p> <p><b>UNIT 4: Export Procedure and Documentation-</b> Information of Detailed procedure to be followed from receiving the orders from buyers to receipt of payment- Knowledge on different documents used in Export trade and from where and how to obtain these documents - Scope of employment &amp;/ entrepreneurship to carryout export procedures, free lance Clearing &amp; Forwarding Agency Services, to facilitate ease in exports from procedure handling point of view.</p>
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