



*J. B. Sawant Education Society's*  
**TIKAMBHAI METHA COMMERCE COLLEGE**

Permanently Affiliated to University of Mumbai

NAAC Accredited B Grade CGPA 2.13

Recognised under 2 f & 12 B of UGC Act. 1956

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**Department of Commerce**  
**B.COM (GENERAL) – 3 Years integrated programme**

**Programme Outcome (B.Com.)**

1. After completing three years for Bachelors in Commerce (B. Com) program, students would gain a thorough grounding in the fundamentals of Commerce and Accounts.
2. The commerce and accounts curriculum offers a number of specializations and practical exposures which would equip the student to face the modern-day challenges in commerce and business.
3. The overall programme offers a number of value based and job oriented courses ensures that students are trained into up-to-date. In advanced accounting courses beyond the introductory level, affective development will also progress to the valuing and organization levels.

**Course Outcomes**

**1.Elective Courses (EC)**

**1A Discipline Specific Elective Courses (DSE)**

**Accountancy and Financial Management, Financial Accounting & Auditing:** To deal with general accounting principles applicable to company account, besides it explains preparation of final accounts relating to specific type of companies such as banking and insurance. It gives the student birds eye view of management accounting besides it explains financial statement analysis and inflation accounting. The focus of this subject is to provide the student's an in-depth analysis of how to use accounting information for financial analysis, profit planning, cost control and decision making.

**1B Discipline Related Elective Courses (DRE)**

**Commerce:** To impart knowledge on basic concepts, functions, scopes and significance of business, traditional and modern concepts of business. To make students familiar with international trading environment and current trends in the world.

To enriched the students about production planning and control, techniques of quality control, to make the student understand Indian financial market and concepts like venture capital, derivative market, mutual fund, lease financing etc.

MHRM offers rich fund of Contemporary knowledge, time tested principles and basic concepts emerging ideas, evolving theories, latest techniques and fast changing procedures and practices in the field of human resource management in a comprehensive manner.

**Business Economics:** To acquaint the students with the various important concepts and issues of macroeconomics and its relevance to Indian economy in the present context. Incorporates issues related to globalization to enable the students to understand impacts of global economy on national policy making.

## **2. Ability Enhancement Courses (AEC)**

**Export Marketing:** It helps the student to understand importance of export for a nation. Region wise India's export, composition of Indian export, export procedure and documentation, export incentive and assistance, India's foreign trade policy, role of financial institution providing export finance, export promotion, techniques, export pricing etc.

**Marketing Research:** It helps the student to know the meaning, nature, significance and limitations of marketing research, stages in the marketing research process, ethics related to marketing research, qualities of professional researcher, essential components of MIS, various techniques used in marketing research, importance of decision support system and data mining,

### **2A. Ability Enhancement Compulsory Courses (AECC)**

#### **Business communication:**

- 1.To develop awareness of the complexity of the communication process
- 2.To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener
- 3.To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups.
- 4.To develop effective writing skills so as enable students to write in a clear, concise, persuasive and audience centred manner
- 5.To develop ability to communicate effectively with the help of electronic media

**Environmental Studies:** To make the students understand about working of the environment, the human impact on environment leading to environmental degradation and also the probable solutions to minimise these impact and the modern use of tools and techniques for disaster

management. To expose the students to the emerging environmental issues at global national and regional level. To acquaint the commerce students with relevant techniques and tools that are in use to assess and analyse the environmental issues

## **2A Skill Enhancement Courses (SEC)**

**Foundation Course:** Develop a basic understanding about issues related to human rights violations, ecology and urban- rural disparities in access to health and education. Gain an overview of significant skills required to address competition in career choices. Appreciate the importance of developing a scientific temper towards technology and its use in everyday life.

**Advertising:** To get students acquainted with- Fundamentals of advertising, Different roles of advertising in marketing, economy and society, Developments and issues concerning contemporary advertising, The regulatory framework of advertising, Advertising in India.

To get students acquainted with-the working and role of ad agency, media and aspects of media planning, advertising techniques and practice, creativity in advertising.

**Company Secretarial Practice:** To give the students a detailed perspective of the Secretarial procedure with the related statutory requirements to be complied with by a Company Secretary. To develop the skills required for drafting the various forms, returns, reports and circulars.

## **3 Core Courses (CC)**

**Mathematical & statistical Techniques:** To make students understand the basic concepts of shares and mutual funds, systematic investment plan, fundamental principles of permutation and combination, linear programming, summarization of measures of central tendencies and dispersions, theory of probability, the role as decision maker

**Business Law:** To improve the student's legal knowledge about Indian company's act, Indian partnership act, consumer protection act, Sale of goods act, negotiable instruments act, contract act. To make the student understand concept nature, introduction and background of intellectual property right in India. To make the students understand the concept of patent right, copyright, trademarks, procedure for registration of trademarks



**IQAC - Coordinator**  
**Tikambhai Metha Commerce College**  
**Mangaon - Raigad.**





**PRINCIPAL**  
**B.S. EDUCATION SOCIETY'S**  
**T.M.C. COLLEGE**  
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