



B.Com (General)

CBCS CURRICULUM (2021 -22)

(Regulation – E)

VISION AND MISSION OF THE UNIVERSITY

VISION

To sustain identity as a World Class Leader in Maritime Education and empower learners with wholesome knowledge through progressive innovation in training, research and development which will render students a unique learning experience and a transformation impact on the Global Society.

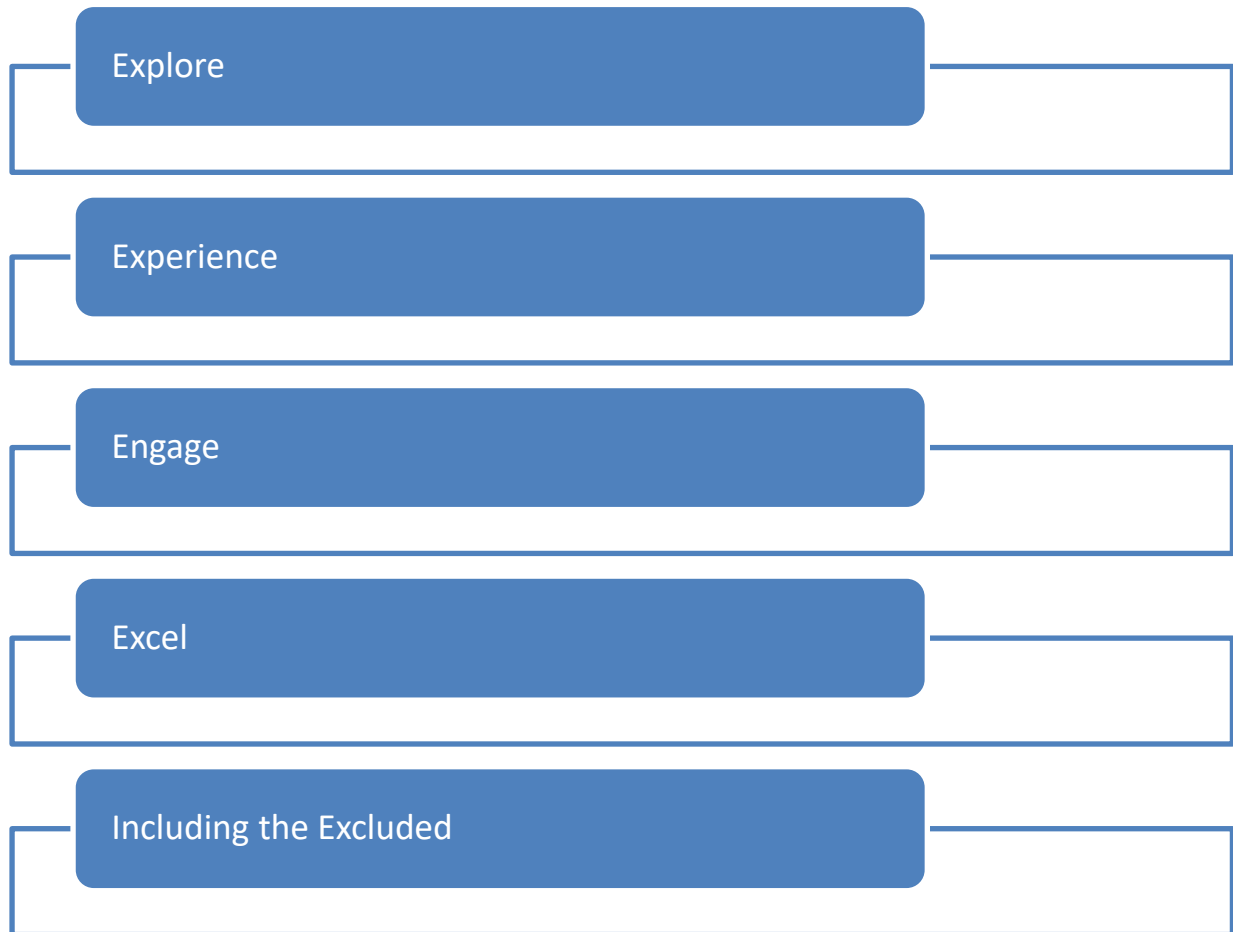
MISSION

AMET will strive continuously to:

- Impart value-based higher education and technical knowledge with uncompromising strides of an outstanding quality.
- Emerge as a Centre of Excellence inculcating skill development in recent technologies in accordance with industrial trends.
- Create World class research capabilities on par with the finest in the world and broaden student's horizons beyond classroom education.
- Nurture talent and entrepreneurship and enable all round personality development in students.
- Empower students from across socio economic strata.
- Make a positive difference to society through technical education.

VISION AND MISSION OF DEPARTMENT OF COMMERCE

VISION:



MISSION :

- To fully experience the academic opportunity
- To know the importance of academic curriculum offered by the university,
- To explore the educational requirement , educational goals , summer opportunities, career aspirations and extra curricular activities.
- To link the students and the global resources.

**ALIGNING THE DEPARTMENT VISION AND MISSION
WITH THE UNIVERSITY VISION AND MISSION**

Vision / Mission	AMET (Deemed to be University)	Department of Commerce
Vision	To sustain identity as a World Class Leader in Maritime Education and empower learners with wholesome knowledge through progressive innovation in training, research and development which will render students a unique learning experience and a transformation impact on the Global Society.	EXPLORE EXPERIENCE ENGAGE EXCEL AND INCLUDING THE EXCLUDED
Mission-1	Impart value-based higher education and technical knowledge with uncompromising strides of an outstanding quality.	To impart value based and employment based talent in the field of Finance, Marketing and International Trade to satisfy the industry needs globally
Mission-2	Emerge as a Centre of Excellence inculcating skill development in recent technologies in accordance with industrial trends.	To inculcate practical skill in the area of recent technologies in par with global standard
Mission-3	Create World class research capabilities on par with the finest in the world and broaden student's horizons beyond classroom education.	To Encourage students to explore beyond classroom teaching and encouraging research culture among students them job giver and not job seeker.
Mission-4	Nurture talent and entrepreneurship and enable all round personality development in students.	To make the students more responsible and successful entrepreneur to face the global competition.
Mission-5	Empower students from across socio economic strata.	To provide education and employability skill to all the socially weaker and backward students in the country.
Mission-6	Make a positive difference to society through technical education.	To make our students a positive role model to the society through education

Program : B.Com (General)

Program Educational Objectives (PEO's)

The program educational Objective of the Bachelor of Commerce (General) is to facilitate the students to:

1. Become successful Graduates who are competent, innovative and productive in addressing the needs of the Industry, and pursue higher education and research.
2. Grow professionally with their knowledge and proficient skills throughout their career.
3. Demonstrate high standard of ethical conduct, positive attitude and societal responsibilities.

Program Objectives (PO's)

POs	Description
PO1	Critical Thinking: Understanding the concepts of Finance, Marketing, International Trade and Computer Application, infer the advantages of these concepts through critical thinking
PO2	Effective Communication: To express their views through effective communication and gain the ability to connect to people
PO3	Apply Reasoning: Apply the reasoning power gained through contextual knowledge to asses societal and environmental contexts, and demonstrate the knowledge of and need for sustainable development
PO4	Professional Ethics: Understand the impact of the professional ethics and responsibilities and norms of the business practices and apply ethical principles in business and life
PO5	Environment and Sustailability: Apply the knowledge through sustainable development in any environment
PO6	Effective functioning: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary setting
PO7	Life Long Learning Self Learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of environmental change.

Program Specific Objectives (PSOs)

PSOs	Description
PSO1	Understand the concepts of Accounting, Finance, Marketing, International Trade and Basic Computer Applications
PSO2	Analyse Marketing and financial concepts
PSO3	Determine the scope of employment in finance, Marketing and Basic Computer application
PSO4	Apply the concepts of Accounting, Finance, Marketing, International Trade and Basic Computer Applications

Mapping of PEOs with POs

S. No	Program Educational Objectives	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
1.	Become successful Graduates who are competent, innovative and productive in addressing the needs of the Industry, or pursue higher education and research.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2.	Grow professionally with their knowledge and proficient skills throughout their career.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3.	Demonstrate high standard of ethical conduct, positive attitude and societal responsibilities.			✓	✓		✓	✓	✓	✓	✓	✓	✓

Semester-wise Credits for B.Com (General) Course

Semester	Credits
I	22
II	22
III	23
IV	25
V	26
VI	19
TOTAL	137

B.Com (General)
(Semester wise)
B.Com - Semester - I

S.No	Course Code	Course Title	Cate-gory	Contact Hours	L	T	P	C
1.	UEBG101	Principles and Practice Of Accounting - I	Professional Core 1	5	4	1	0	4
2.	UEBG102	Business Management	Professional Core 2	4	4	0	0	4
3.	UEBG103	Dvelopment Economics	Professional Core 3	4	3	0	0	3
4.	UEBG104	Office Automation (Theory)	Professional Core 4	4	3	1	0	3
5.	UEBG1PA	Office Automation (Lab)	Professional Lab Core 1	2	0	0	2	1
6.	UEBG105	Business Mathematics	Basic Science Course	5	4	1	0	4
7.	UEBG106	Business English - 1	Humanities and Social Science including Management Courses	2	2	0	0	2
8.	UELECPA	Communication Skills Laboratory-I	Humanities and Social Science including Management Courses	2	0	0	2	1
9.	UEMDC01	Universal Human Values I – Induction Program	Mandatory Course	3 Weeks	0	0	2	0
		TOTAL		30				22

L – Lecture

T – Tutorial

P – Practical / Laboratory

PC – Professional Core

C - Credit

DE – Department Elective

OE – Open Elective (Open Electives are offered by Other Departments)

B.Com - Semester: II

S. No	Course Code	Course Title	Cate-gory	Contact Hours	L	T	P	C
1.	UEBG201	Principles and Practice Of Accounting - II	Professional Core 5	5	4	1	0	4
2.	UEBG202	Introduction to Logistics	Professional Core 6	4	4	0	0	4
3.	UEBG203	Principles of Marketing	Professional Core 7	4	3	1	0	3
4.	UEBG204	Database Management System (Theory)	Professional Core 8	4	3	1	0	3
5.	UEBG2PA	Database Management System (Lab)	Professional Lab Core 2	2	0	0	2	1
6.	UEBG205	Business Statistics	Basic Science Course	5	4	1	0	4
7.	UEBG206	Business English - 2	Humanities and Social Science including Management Courses	2	2	0	0	2
8.	UELECPB	Communication Skills Laboratory- II	Humanities and Social Science including Management Courses	2	0	0	2	1
9.	UEMDC03	Gender Sensitivity	Mandatory Course	2	2	0	0	0
		TOTAL		30				22

B.Com - Semester: III

S. No	Course Code	Course Title	Cate-gory	Contact Hours	L	T	P	C
1	UEBG301	Partnership and Company Accounts	Professional Core 10	5	4	1	0	4
2	UEBG302	Banking & Financial System	Professional Core 11	3	3	0	0	3
3	UEBG303	Insurance and Risk Management	Professional Core 12	4	3	1	0	3
4	UEBG304	Exim Procedure And Forex Management	Professional Core 13	4	4	0	0	4
5	UEBG305	Mercentile Law	Professional Core 14	4	4	0	0	4
6	UEBG306	Internet and Web Design (Theory)	Professional Core 15	4	3	1	0	3
7	UEBG3PA	Internet and Web Design (Lab)	Professional Lab Core 3	2	0	0	2	1
8	UELEPC	Interpersonal Communication	Humanities and Social Science including Management Courses	2	0	0	2	1
9	UEMDC02	Environmental Science	Mandatory Course	2	2	0	0	0
		TOTAL		30				23

B.Com - Semester: IV

S. No	Course Code	Course Title	Cate-gory	Contact Hours	L	T	P	C
1	UEBG401	Cost and Management Accounting	Professional Core 16	5	4	1	0	4
2	UEBG402	Financial Management	Professional Core 17	4	4	0	0	4
3	UEBG403	Company law and Seceraterial Practice	Professional Core 18	3	3	0	0	3
4	UEBG404	Research Methodology	Professional Core 19	4	3	0	0	3
5	UEBG405	Computerized Accounting (Theory)	Professional Core 20	4	3	1	0	3
6	UEBG4PA	Computerized Accounting (Lab)	Professional Lab Core 4	2	0	0	2	1
7	UELECPD	Professional Communication	Humanities and Social Science including Management Courses	2	0	0	2	1
8		Department Elective – 1	Department Elevtive	3	3	0	0	3
9		Open Elective – 1	Open Elective	3	3	0	0	3
		TOTAL		30				25

B.Com - Semester: V

S. No	Course Code	Course Title	Cate-gory	Contact Hours	L	T	P	C
1	UEBG501	Practical Explorer in Taxation	Professional Core 21	6	2	0	4	4
2	UEBG502	Entrepreneurship Development	Professional Core 22	4	3	0	0	3
3	UEBG503	Auditing and Assurance	Professional Core 23	4	4	0	0	4
4	UEBG504	Global Business Strategies	Professional Core 24	4	4	0	0	4
5	UEBG505	Computational Skills (Theory)	Professional Core 25	4	3	1	0	3
6	UEBG5PA	Computational Skills (Lab)	Professional Lab Core 5	2	0	0	2	1
7		Department Elective – 2	Department Elective	3	3	0	0	3
8		Open Elective – 2	Open Elective	3	3	0	0	3
9	UEVCC02	Industry Visit	Industrial Visit	0	0	0	1	1
		Total		30				26

B.Com - Semester: VI

S. No	Course Code	Course Title	Cate-gory	Contact Hours	L	T	P	C
1	UEBG601	Human Resource Management	Professional Core 26	4	4	0	0	4
2	UEBG602	E-Commerce and Digital Processing	Professional Core 27	4	4	0	0	4
3		Department Elective – 3	Department Elective	3	0	0	0	3
4	UEBG6PA	B.Com Project	Professional Core 28	19	0	0	16	8
		TOTAL		30				19

DEPARTMENT ELECTIVE								
1	UEBGE01	Operations Research	DE	3	3	0	0	3
2	UEBGE02	Management Information System	DE	3	3	0	0	3
3	UEBGE03	New Venture Creation	DE	3	3	0	0	3
4	UEBGE04	International Trade	DE	3	3	0	0	3
5	UEBGE05	Corporate Communication	DE	3	3	0	0	3
6	UEBGE06	Information Technology and Infrastructure Management	DE	3	3	0	0	3
7	UEBGE07	Retailing Management	DE	3	3	0	0	3
8	UEBGE08	Securities Analysis Portfolio Management	DE	3	3	0	0	3
9	UEBGE09	Mutual Fund Operation	DE	3	3	0	0	3
10	UEBGE10	Computer Communication	DE	3	3	0	0	3
11	UEBGE11	Financial Services	DE	3	3	0	0	3
12	UEBGE12	Industrial Law	DE	3	3	0	0	3
13	UEBGE13	Micro Finance Operations						

OPEN ELECTIVE

1.	UEBGO01	Principles of Accounting	OE	3	0	0	3	3
2.	UEBGO02	Principles of Marketing	OE	3	0	0	3	3
3.	UEBGO03	Introduction to Banking	OE	3	0	0	3	3
4.	UEBGO04	International Trade	OE	3	0	0	3	3
5.	UEBGO05	Human Resource Management	OE	3	0	0	3	3
6.	UEBGO06	Retail Marketing	OE	3	0	0	3	3
7.	UEBGO07	Introduction to Logistics	OE	3	0	0	3	3
8.	UEBGO08	Sales & Distribution Management	OE	3	0	0	3	3
9.	UEBGO09	EXIM Trade	OE	3	0	0	3	3
10.	UEBGO10	Entrepreneurship	OE	3	0	0	3	3
11.	UEBGO11	Essentials Of Information Technology	OE	3	0	0	3	3
12.	UEBGO12	Computer Languages in Business	OE	3	0	0	3	3

MINOR DEGREE – DIGITAL MARKETING								
SEMESTER-II								
1	UEBGM01	Introduction to Digital Marketing	MD	4	0	0	4	4
SEMESTER-III								
2	UEBGM02	Website Planning and Creation	MD	4	0	0	4	4
SEMESTER- IV								
3	UEBGM03	Social Media Marketing	MD	4	0	0	4	4
SEMESTER- V								
4	UEBGM04	Content Marketing & Strategy	MD	4	0	0	4	4
SEMESTER- VI								
5	UEBGM05	Web Analysis	MD	4	0	0	4	4

Name of the Degree	Credits
B.Com (General)	137
Minor Degree in Digital Marketing	20
B. Com (General) with Minor Degree in Digital Marketing	157