



JAI HIND COLLEGE

Basantsing Institute of Science & J. T. Lalvani College of Commerce.

And Sheila Gopal Raheja College of Management

Affiliated to University of Mumbai

Autonomous

Bachelor of Commerce (B.Com in Business Management)

Semester I

Course Code: CCOM101	Course Title: Introduction to Business
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Learning Objectives:

1. Be provided with basic conceptual and applicative knowledge about business organizations
2. Be able to develop employability.
3. Make them enhance their entrepreneurial skills

Learning Outcomes:

Survey business organization-its objectives, new trends, project planning.
Plan start ups
Analyze job markets

Semester II

Course Code: CCOM201	Course Title: Introduction to Service Sector
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Learning Objectives:

1. Be provided with basic conceptual and applicative knowledge about service sector
2. Be able to develop employability skills.
3. Make them aware about types of services and service sectors

Learning Outcomes:

Analyze nuances of business organization-its objectives, new trends etc.
Practice employability skills.
Define types of services and service sectors

Semester III

Course Code: CCOM301	Course Title: Principles of Management
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Learning Objectives:

1. Be provided with basic concept of management
2. To make them aware about applicative knowledge about principles of management
2. Be able to develop employability and entrepreneurial skills

Learning Outcomes:

- Practice nuances of principles of management.
- Apply knowledge on rules of management
- develop employability and entrepreneurial skills

Semester III

Course Code: CCOM302	Course Title: Advertising 1
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Learning Objectives:

1. Be provided with basic concept of advertisement
2. To train them with applicative knowledge about advertising
2. Be able to develop employability and interpersonal skills.

Learning Outcomes:

- Practice advertising, new trends, etc.
- Define concepts of advertisement
- Develop employability and interpersonal skills.

Semester III

Course Code: CCOM303	Course Title: Marketing Management
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Learning Objectives:

1. Be provided with basic concept of marketing
2. Be provided with applicative knowledge about marketing
2. Be able to develop employability and interpersonal skills

Learning Outcomes:

apply basic conceptual and applicable knowledge to marketing.
develop an industry level skill set.
develop employability

Semester IV

Course Code: CCOM401	Course Title: Fundamentals of Finance & Quality management
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Learning Objectives:

1. Be provided with basic conceptual about finance
2. Be applicative knowledge about quality management
3. Be able to develop employability

Learning Outcomes:

- summarize finance-its objectives, new trends etc.
- develop employability
- Use basic conceptual about finance

Semester IV

Course Code: CCOM402	Course Title: Advertising
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Learning Objectives:

1. To highlight the role of advertising for success of brands and understand concepts and methods of advertising.
2. To orient towards practical aspects and techniques of advertising.
3. To help lay down a foundation for their careers related to advertising and marketing.

Learning Outcomes:

- Use the strategies of advertising and new trends in marketing
- Analyze practical aspects and techniques of advertising.

- Practice role of advertising for success of brands and understand concepts and methods of advertising.

Semester IV

Course Code: CCOM403	Course Title: Marketing Strategy
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Learning Objectives:

1. Be provided with the basic conceptual and applicative knowledge about marketing
2. Be able to develop employability and understanding of consumer behaviour.
3. To train them to deal with behavioural aspect and its significance in marketing.

Learning Outcomes:

use the basic conceptual and applicable knowledge of marketing

develop an industry level skill set.

develop employability and understanding of consumer behaviour.

Semester V

Course Code: CCOM501	Course Title: Marketing & Human Resource Management
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Learning Objectives:

1. Be provided with basic conceptual and applicative knowledge about marketing
2. to develop employability and interpersonal skills

To make them understand about role of human resource.

Learning Outcomes:

- apply basic conceptual and applicable knowledge of marketing
- develop an industry level skill set
- Manage a company has head of human resources

Semester V

Course Code: CCOM502AC	Course Title: Management & Organisational Development
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Learning Objectives:

1. Be provided with basic conceptual and applicative knowledge about management
2. to develop employability and interpersonal skills
3. To sensitize them with Organisational Development

Learning Outcomes:

- Use basic conceptual and applicable knowledge of marketing
- Develop an industry level skill set.
- Apply skills and knowledge for making rules for organisational management.

Semester V

Course Code: CCOM503AC	Course Title: Export Marketing
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Learning Objectives:

1. Be provided with basic conceptual and applicative knowledge about exports and imports
2. To develop employability and interpersonal skills
3. To sensitize them with country rules and regulations on export business

Learning Outcomes:

- Use basic conceptual and applicable knowledge on exports and imports
- develop an industry level skill set.
- Define types of exports.

Semester VI

Course Code: CCOM601	Course Title: Human Resource Management
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Learning Objectives:

1. be provided with basic conceptual and applicative knowledge about human resource management
2. to develop employability skills
3. To train with role of HR in management

Learning Outcomes:

- Use basic conceptual and applicable knowledge of Human resource management
- Develop an industry level skill set
- Analyze role of human resource in management

Semester VI

Course Code: CCOM602AC	Course Title: Management & Organisational Development
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Learning Objectives:

1. Be provided with basic conceptual and applicative knowledge about management
2. to develop employability and interpersonal skills
3. To train them with role of employees and employers in organizational development

Learning Outcomes:

use basic conceptual and applicable knowledge about Organisational Development

develop an industry level skill set.

Define role of employees and employers in organizational development

Semester VI

Course Code: CCOM603AC	Course Title: Export Marketing
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Learning Objectives:

1. To provide basic conceptual and applicative knowledge about exports and imports
2. To develop the student's employability skills
3. To train them with dos and donts in import business.

Learning Outcomes:

- Use basic conceptual and applicable knowledge of exports and imports
- Develop an industry level skill set.
- Analyze the role of government during export and import.