



**M.O.P.VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**  
(Affiliated to University Of Madras and Re - Accredited at "A++" grade by NAAC)  
Chennai-600034

## **B.COM. GENERAL**



**\*Subject to approval by affiliating Institution - University of Madras  
Year of Commencement - Academic Year 2025-26**

# PROGRAMME OVERVIEW

The Bachelor of Commerce General program is meticulously crafted to provide students with a comprehensive understanding of commerce, finance, and business disciplines. This undergraduate program emphasizes both theoretical foundations and practical applications, ensuring that graduates are well-prepared to navigate and excel in today's dynamic business landscape. The programme is offered in Shift-1.



## USP OF THE PROGRAMME

The B.Com General programme is a launchpad for ambitious young women looking to make a lasting impact in the fields of finance, business, and entrepreneurship. With a perfect blend of academic rigor, industry relevance, and career preparedness, this program ensures that graduates step into the professional world with confidence, competence, and a competitive edge.



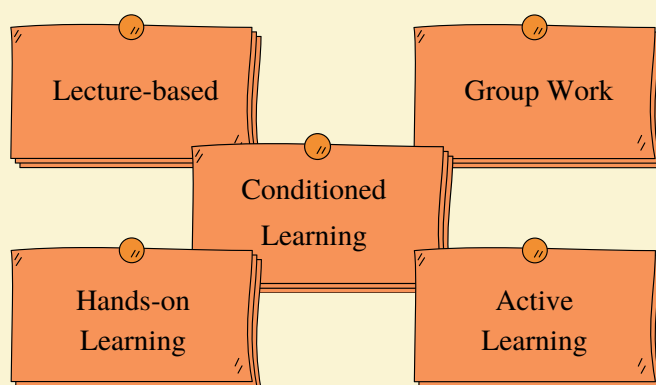
### 1.ACADEMIC EXPOSURE

The program offers a versatile educational experience, encompassing critical areas such as Accounting, Economics, Taxation, Laws, Entrepreneurial Development and Financial Management. The curriculum places a strong emphasis on industry collaboration, digital proficiency, and real-world application and developing a solid conceptual understanding such as financial modelling, case studies, and new business technologies.

### 2.SKILLS

The curriculum is designed to develop essential skills, including analytical thinking, decision-making, and problem-solving, all of which are highly valued in the corporate sector. Furthermore, the program lays a robust foundation for those aspiring to pursue advanced studies or professional courses in commerce, business, and finance.

### 3.TEACHING PEDOGOGY



## ELIGIBILITY

Candidates must have completed 10+2 (or equivalent) with Commerce stream in XII Grade including the following subjects:

- Commerce/Business Studies
- Accountancy

## THE B.COM GENERAL COMPASS

| <b>PROGRAMME FOCUS<br/>ON KEY DIMENSIONS<br/>OF COMMERCE</b> | <b>FINANCIAL<br/>ACUMEN</b>      | <b>BUSINESS<br/>OPERATIONS</b>    | <b>ENTREPRENEURSHIP<br/>&amp; INNOVATION</b> |
|--|----------------------------------|-----------------------------------|--|
| <b>ATTRIBUTES &amp;<br/>COMPETENCIES</b>                     | Analytical<br>Thinking           | Problem-<br>Solving<br>Competency | Decision-Making<br>Competency                |
| <b>COLLABORATIVE<br/>&amp; NORMATIVE<br/>COMPETENCY</b>      | Cross-<br>Functional<br>Teamwork | Strategic<br>Execution            | Leadership<br>Development                    |

# COURSES OFFERED

Curriculum comprises courses such as :

## EMPLOYABILITY

- FINANCIAL ACCOUNTING I
- FINANCIAL ACCOUNTING II
- BUSINESS LAW
- CORPORATE ACCOUNTING I
- COMPANY LAW
- CORPORATE ACCOUNTING II
- PRINCIPLES OF MARKETING
- COST ACCOUNTING I
- COST ACCOUNTING II
- BANKING LAW AND PRACTICE
- INCOME TAX LAW AND PRACTICE- I
- AUDITING AND CORPORATE GOVERNANCE
- MANAGEMENT ACCOUNTING
- INCOME TAX LAW AND PRACTICE- II
- BUSINESS COMMUNICATION
- INDIAN ECONOMIC DEVELOPMENT
- BUSINESS MATHEMATICS & STATISTICS
- FINANCIAL MANAGEMENT
- HUMAN RESOURCE MANAGEMENT

## ENTREPRENEURSHIP

- PRINCIPLES OF MANAGEMENT
- ENTREPRENEURIAL DEVELOPMENT
- LOGISTICS AND SUPPLY CHAIN MANAGEMENT

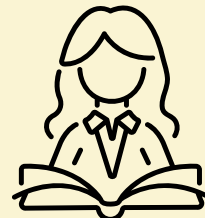
## SKILLS

- OPERATIONS RESEARCH
- FINANCIAL MANAGEMENT
- MS OFFICE FOR COMMERCE
- ACCOUNTING USING EXCEL
- RETAIL MANAGEMENT
- WEBSITE DESIGNING
- CASH ACCOUNTING AND OPERATING CYCLE
- FIN TECH

# LEARNER-ENGAGEMENT APPROACHES & PIONEERING INNOVATIVE PEDAGOGIES



Empirical Research Projects



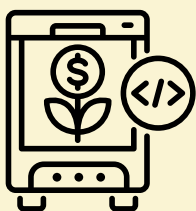
Corporate and Law Case Study Analysis



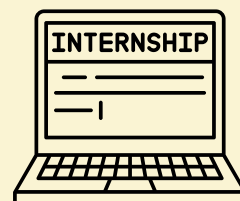
Financial Market Simulations



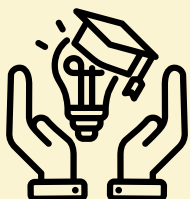
Business Analytics Training



Entrepreneurial Incubation Programs



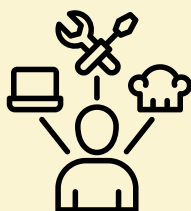
Internship-Based Learning



Capstone Projects



Mock Tax Filing



Digital Trade Workshops



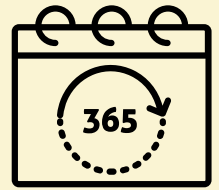
Moot court



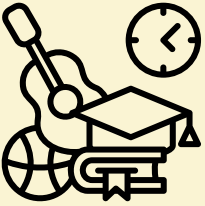
# STUDENT ENRICHMENT ACTIVITIES



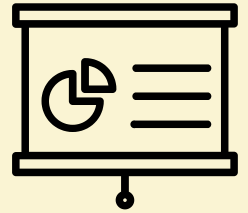
International Conferences



Annual Workshop Series



Club Activities



Paper Presentations



Certificate Courses



Guest Lecture by Experts



Industrial Visits



Educational Tour



Business on Campus



Students Journal



Internship – 6 Weeks



Soft and Technical Skills

# CAREER PROGRESSION

B.Com General graduates unlock an array of professional opportunities across multiple industries.

## ACCOUNTING & FINANCE SECTOR

- Accountant (Tax/Management/Financial)
- Chartered Accountant (CA)
- Cost and Management Accountant (CMA)
- Financial Analyst
- Investment Analyst
- Credit Analyst
- Internal Auditor
- Financial Planner
- Risk Management Specialist
- Operations Manager

## MARKETING SECTOR

- Marketing Manager
- Market Research Analyst
- Digital Marketing Executive
- Content Writer/Manager
- Human Resources (HR) Sector
- HR Executive/Manager
- Recruitment Consultant
- Talent Acquisition Specialist
- Employee Relations Manager
- Learning and Development Manager
- Organizational Development Consultant

## HUMAN RESOURCES SECTOR

- HR Executive/Manager
- Recruitment Consultant
- Talent Acquisition Specialist
- Employee Relations Manager
- Learning and Development Manager
- Organizational Development Consultant

## ENTREPRENEURSHIP & START-UPS

- Entrepreneur (Business Founder)
- Start-up Consultant
- Operations Head
- Business Development Manager
- E-commerce Manager

## TAXATION & COMPLIANCE SECTOR

- Tax Consultant
- Tax Manager
- Tax Associate
- Indirect Tax Analyst
- Corporate Tax Advisor
- Customs & Excise Consultant



# **CONTACT**

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