

# **Bachelor of Commerce (B Com)**

Bachelor's degree in Commerce is rated as one the best undergraduate options for students who desire to pursue a career in Commerce, Accounting, Finance, Banking, and Insurance industries with top employers in India. B.Com is the stepping stone for those who wish to pursue careers in the domains of Chartered Accountancy, Cost Accounting, Company Secretaryship etc. Our B.Com program has been carefully designed for students interested in advancing their post-graduate education in highly preferred areas such as Management, Finance, Law, Data Analytics, Taxation and Law. The program empowers students with cutting edge competencies in business decision-making driven by logical reasoning and data analysis. This program is ideal for students who aspire to start their own business or those who intend to scale their family business to greater heights after graduation

There are 1 pre-core subject of 2 credits, 12 core courses of 4 credits each and 4 electives of 4 credits each in the program.

## **First Summer Semester**

1. Business Mathematics

## **Semester III:**

1. Business Statistics and Data Science
2. Marketing Management
3. Principles of Accounting
4. Business Economics and Global Business

## **Semester IV:**

1. Organisational Behaviour
2. Operations Management
3. Financial management
4. Information Systems

## **Semester V:**

1. Social and Commercial Entrepreneurship

2. Strategic Management (Prerequisites: OB, Accounting, Finance and Marketing and Business Economics)
3. Sustainability and Business Ethics.
4. Commerce Project

### **Semesters VI:**

Four elective subjects are required in each area of specialisation of B.Com. (Finance, Analytics, Marketing, Operations, Information Systems).

#### **B.Com. (Finance):**

1. Business Law (All students must take this subject)
2. Corporate Finance.
3. Corporate Valuation.
4. Financial Markets.
5. Credit Risk Analytics

**B.Com. (Analytics)** (a B+ or higher for “Business Statistics and Data Science” is a prerequisite)

1. Business Law (All students must take this)
2. Business Intelligence for Managers
3. Retail and Marketing Analytics
4. Credit Risk Analytics (sufficient knowledge of Finance required)
5. Social Media Analytics

#### **B.Com. (Marketing):**

1. Business Law (All students must take this)
2. Consumer Behaviour
3. Services Marketing
4. Brand and Advertising Management
5. Digital Marketing

#### **B.Com. (Operations)**

1. Business Law (All students must take this)
2. Supply Chain Management
3. Business Intelligence for Managers
4. Services Operations Management
5. Project management

**B.Com. (Information Systems)**

1. Business Law (All students must take this)
2. Business applications of Cloud Computing
3. Business Intelligence for Managers
4. Information System Security
5. Project management

**Course Coordinator:** Dr. Sreekumar Pillai (LM Thapar School of Management)