

Bachelor of Commerce

Course Structure

1. Program Overview

- **Brief introduction**

The Bachelor of Commerce (B.Com) program is designed to provide a strong academic foundation combined with practical skills in commerce, business, and technology. It aims to develop industry-ready graduates equipped with analytical, managerial, and entrepreneurial competencies to meet the evolving demands of the global business environment.

- **Program focus**

The B.Com program emphasizes an industry-oriented and outcome-based approach by integrating theoretical knowledge with practical exposure, skill development, and real-world applications. It focuses on producing competent professionals equipped for diverse roles in finance, marketing, human resources, and emerging business domains, while also preparing students for higher education, professional certifications, entrepreneurship, and competitive examinations.

2. Program Highlights (Why B.Com at JICM)

B.Com, at its core, is a discipline that helps students understand how businesses function—financially, strategically, and ethically. It builds a strong foundation in areas like accounting, finance, taxation, management, and entrepreneurship.

At JICM, we focus on creating a balance between academic knowledge and practical exposure. Our students are regularly engaged through guest lectures, internships, industrial visits, and skill-based training programs that prepare them for real-world challenges.

We also offer specializations in Accounting, Finance, and Marketing, along with value-added courses such as Advanced Excel, Power BI, and Corporate Communication—helping students stay aligned with industry expectations.

One of the most vibrant aspects of our department is the Commerce Club—Commercia. It provides a platform for students to participate in activities like product presentations, finance-based simulations, and interactive learning sessions, encouraging confidence and leadership.

Beyond academics, we emphasize values—responsibility, ethics, and social awareness—so that our students grow not just as professionals, but as individuals.

3. Curriculum & Academic Framework

- **Outcome-Based Education (OBE) aligned**

The program is structured in line with Outcome-Based Education principles, focusing on clearly defined learning outcomes that ensure students acquire the knowledge, skills, and competencies required for academic success, employability, and professional growth.

- Syllabus (Drive Link)

<https://drive.google.com/file/d/1tePameZVYIFLL5DhBOO8E7mu6pmIVGIC/view?usp=sharing>

4. Teaching–Learning Process

- Student-centric pedagogy

At our institution, we adopt a student-centric approach by encouraging active participation through discussions, presentations, group activities, and interactive sessions that promote critical thinking and independent learning.

- ICT-enabled classrooms

We provide ICT-enabled classrooms across the campus, ensuring the effective use of digital tools such as presentations, videos, and e-learning platforms to enhance the teaching–learning experience.

- Case-based & experiential learning

We implement case-based and experiential learning through real-world case studies, project work, internships, field visits, and practical assignments to bridge the gap between theory and practice.

- Continuous internal assessment

We follow a structured continuous evaluation system by conducting **two internal examinations in each semester**, along with assignments, quizzes, and presentations to monitor and improve student performance consistently.

5. Skill Enhancement & Value Addition

- **Value-added / certification courses**

I Year : Excel and Advanced Excel

II Year : Power BI and AI

III Year : Soft Skill Training &

Work Shop On Corporate Processes : (Accounts Receivable, Payable, Recon, MDG(Master Data Governance), Insurance, Procure to Pay, Order to cash etc)

- **Internship opportunities :**

Our institution facilitates internship opportunities for students with reputed organizations, enabling them to gain practical exposure, industry experience, and professional skills relevant to their field of study.

- **Industry immersion / field exposure**

We organize industry visits, field trips, and interaction sessions with industry experts to provide students with real-time exposure to business operations and enhance their understanding of practical work environments.

6. Industry Interface & Experiential Learning

- Workshops / Seminars / Guest Lectures

We regularly organize workshops, seminars, and guest lectures by industry experts and academicians to bridge the gap between theoretical knowledge and industry practices.

Recent workshop and seminar reports drive link enclosed below

https://docs.google.com/document/d/1wJWE9Vi2j3V-H327M7xvDvdPjgpW_-M/edit?usp=sharing&oid=111153543925494878589&rtpof=true&sd=true

- Industrial Visits

We facilitate industrial visits to provide students with firsthand exposure to business operations, organizational processes, and real-time industry environments.

- Research & project-based learning

We encourage students to engage in research activities and project-based learning, enabling them to develop analytical, problem-solving, and critical thinking skills through practical application of concepts.

7. Specializations & Electives

- **Specialization areas**

- 1) Accounting
- 2) Finance
- 3) Marketing
- 4) Human Resources

5) Information systems

- **Open electives (interdisciplinary learning)**

No open electives as per SEP. But compulsory papers and Certification Programs are Introduced with an aim to enhance financial literacy, applied commerce knowledge, corporate compliance awareness, and industry-readiness among undergraduate commerce students.

Compulsory Papers

I Sem : Computer Accounting with Tally Prime

II Sem : Environmental Studies

III Sem : Indian Constitutional values I

IV Sem : Indian Constitutional Values II and
Soft Skills for Business

Certification Programs

Semester	Mandatory /optional	Certification Course	Institution
III	Mandatory	Financial Literacy Course for Bharat	NISM
IV	Choice Based (any one)	1) Business Analytics & Data Visualization 2)Digital Marketing	ICSI
V	Mandatory	GST Filing	ICSI

8. Program Outcomes (POs)

At the end of the B.Com program, students will be able to:

1. **Apply Commerce Knowledge:** Demonstrate comprehensive knowledge of commerce, accounting, finance, and business management concepts in real-world situations.
2. **Professional Competence:** Perform effectively in mid-level management roles in domestic and global organizations by applying managerial and technological skills.
3. **Industry Readiness:** Exhibit the ability to meet the dynamic requirements of corporate sectors including manufacturing, service, and knowledge-based industries.
4. **Higher Education & Research Orientation:** Pursue postgraduate studies and research with a strong academic foundation, enabling careers in academia, consultancy, and research.
5. **Ethical & Social Responsibility:** Practice ethical values and demonstrate social responsibility with a focus on sustainability, inclusiveness, and responsible business conduct.

6. **Functional Expertise:** Apply specialized knowledge in Finance, Marketing, Human Resources, Accounting, and Auditing for effective business decision-making.
 7. **Competitive Exam Preparedness:** Demonstrate adequate knowledge and aptitude to appear for competitive examinations such as UPSC, KPSC, and SSC.
 8. **Entrepreneurial Skills:** Develop entrepreneurial competencies to identify business opportunities, innovate, and establish ventures contributing to economic development.
 9. **Professional Advancement:** Pursue professional certifications such as CA, CMA, CS, and other industry-relevant qualifications for career growth.
 10. **Analytical & Problem-Solving Skills:** Exhibit critical thinking, analytical ability, and problem-solving skills required for modern business roles such as Business Analyst, Financial Analyst, and management professionals.
 11. **Communication & Interpersonal Skills:** Demonstrate effective communication, teamwork, and leadership skills in professional and organizational settings.
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9. Career Pathways

- **Employment opportunities**

Our program prepares students for diverse career opportunities in sectors such as banking, finance, accounting, marketing, and human resources. Students are equipped to secure roles in reputed organizations including the Big 4 firms (Deloitte, PwC, EY, and KPMG) in positions such as Audit Associate, Tax Analyst, and Financial Analyst, as well as opportunities in premium institutions, multinational corporations, and financial services firms across domestic and global markets.

- **Higher education.**

After completing the B.Com program, students can enroll in postgraduate courses such as M.Com and MBA to deepen their knowledge in commerce and management. In addition, they can pursue other higher education opportunities like MA in Economics, MSc in Finance, or specialized programs in Banking, Insurance, and International Business. The program also encourages students to undertake professional qualifications such as CA, CMA, CS, ACCA, CFA, and certifications in fields like financial analytics, investment banking, and digital marketing, enabling them to enhance their expertise and advance their academic and professional careers.

10. Achievements & Recognition

- Student achievements (Find in below Drive link)

<https://docs.google.com/document/d/1qydXtX5fPOu8nL1HL30DyCQJt5bB8S3g/edit?usp=sharing&oid=111153543925494878589&rtpof=true&sd=true>

- Academic ranks / awards (Find in below Drive link)

https://docs.google.com/document/d/18ISSvGwG_WBsypyuXkNmMVVZ3zFQRw4h/edit?usp=sharing&oid=111153543925494878589&rtpof=true&sd=true

11. Admission Eligibility

Duration: 3 Years (6 Semesters)

Mode: Regular

Affiliation: Bangalore University

Recognised & Approved : Government of Karnataka

Eligibility: Candidate eligibility shall be as per Bangalore University (BU) norms.