

# Bachelor of Commerce (Vocational )/B.Com(Voc.)

## Course Overview:

*The Bachelor of Commerce (Vocational) is a three-year (six-semester) undergraduate program designed to blend foundational commerce education with specialized training in different fields.*

**Advertising, Sales Promotion and Salesmanship**

**Foreign Trade Practices and Procedures**

**Banking and Insurance**

**Advertising, Sales Promotion and Salesmanship**

*This course aims to prepare students for the fast-paced world of advertising and sales by equipping them with practical skills in promotional strategies, media planning, consumer psychology, branding, and sales techniques. Emphasis is placed on hands-on learning through practical knowledge, projects and industry interaction.*

**Foreign Trade Practices and Procedures**

*This course aims to equip students with the knowledge and skills required to excel in international trade and commerce. This course focuses on export-import management, trade finance, foreign exchange regulations, global supply chain logistics, and international marketing strategies. Emphasis is to gain expertise in trade documentation, international trade laws, risk management, and digital commerce for the dynamic global business environment.*

**Banking and Insurance**

*The course is specifically designed to cater to the needs of the growing insurance and financial services sector in India. The program aims to develop professional competence, ethical understanding, and decision-making abilities among students. It also encourages entrepreneurial thinking and readiness for higher studies or professional courses.*



## Eligibility Criteria:

Completion of 10+2 or equivalent examination in any stream from a recognized board with minimum aggregate percentage as prescribed by the university (varies annually).

## Course Structure:

### Foreign Trade Practices and Procedures

- Basics of Foreign Trade, India's Foreign Trade
- Foreign Trade Financing and Procedures
- Foreign Trade Documentation and Procedures
- Shipping Insurance Practices and Procedures
- Elements of Export Marketing
- Other subjects of Faculty of Commerce

### Advertising, Sales Promotion and Salesmanship

- Marketing Communication
- Advertising
- Advertising Media
- Personal Selling and Salesmanship
- Management of Sales Force
- Sales Promotion and Public Relation
- Other Subjects of Faculty of Commerce

### Banking and Insurance

- General Insurance, Life Insurance, Insurance Finance & Legislation, Property & Liability insurance
- Business Regulatory Framework, Business Communication, Business Statistics, Business Finance, Business Management, Business Economics
- Fire & Marine Insurance
- Minor and Macro Economics
- Cost Accounting, Corporate Accounting, Financial Accounting, Computerized Accounting
- Income Tax Law , Goods and Services Tax & Accounts
- Fundamental of Entrepreneurship

## Distinctive Features:

- UGC-recognized and industry-relevant vocational course.
- Bridges the gap between theoretical knowledge and practical application. Emphasis on practical knowledge, training and projects.
- Leadership & Public Speaking Workshops
- Study Tours & Industrial Visits
- Smart Classes and Guest Lectures by Industry Professionals
- Internship and Industry Exposure
- Exposure to both traditional and digital marketing strategies.
- Value-added workshops, soft skills training and personality development sessions.
- Sports & cultural programs
- Guidance by experienced faculty and visiting industry professionals.

## Career Opportunities:

Graduates of BCom Vocational program are equipped with a versatile skill set, opening doors to a wide range of roles in the industry and beyond, including:

### Advertising, Sales Promotion and Salesmanship:

Advertising Agencies, Digital Marketing, Firms, Corporate Sales Teams, PR & Event Management Companies, Retail & FMCG Sector, Media Buying & Planning, Start-ups and E-commerce Businesses, Copywriter, Sales Officer, Social Media Manager, Media Planner, Client Servicing Executive

### Foreign Trade :

International Trade Manager, Global Business Development, Customs Broker, Trade Compliance Specialist, International Market Analyst, Financial Advisor for Trade & Commerce, Business Analyst (Foreign Trade), International Procurement Manager, Export-Import Documentation Specialist, Foreign Trade Policy Analyst, International Banking & Finance Executive, Supply Chain Risk Manager, Trade Promotion Executive, Global Logistics Consultant, International Relations Coordinator

### Banking and Insurance:

Insurance Professionals in Insurance Companies, Micro Finance Companies, Business Research, Marketing and Administration as Marketing Executive and Manager.

