

## Department of Commerce

### Course plan

#### Semester I

#### Business Organisation and Management

**Objective:** Economic objectives of business refer to the objective of earning profit and also other objectives that are necessary to be pursued to achieve the profit objective. The human objective of business way thus includes economic well being of the employees.

**Outcome:** Discuss the role of business in society, the primary functions within a business and external forces that effects business activities explain the concept of business distinguish between for profit and new profit businesses.

#### Semester II

#### Business Law

**Objective:** to help the students to understand the concepts of consent, free consent, classification of contracts, models of discharge of contracts, breach of contract and remedies against the breach.

**Outcome:** Students would learn the concept of consent and free consent, different type of agreements and contracts, different models of discharge of contracts, breach of contracts and remedies for the aggrieved parties. Students would learn the rules regarding the contract of indemnity and guarantee, contract of bailment, contract of pledge and contract of agency.

#### Semester III

#### Company law

**Objective:** To help in the establishment and management of companies on a healthy and honest basis. To ensure that rights and interests of shareholders and creditors are recognized and respected by the management.

**Outcomes:** Explain the concepts of company law. Detectives elements of partnership and companies agreement. Reviews the provisions of the law of partnership in Turkish commercial code.

## **Semester IV**

### **E-Commerce**

**Objective:** The primary aim of every business is to focus on cost reduction and E-Commerce helps them do the same effectively. The automatic process of ecommerce helps to reduce the cost management. The proper use of technology, digital marketing can help you gain more customers without injecting much.

**Outcome:** Analyze the impact of e-commerce on business models and strategy. Describe the major types should be followed in building on e-commerce presence. Identify the key security threats in e-commerce environment.

## **Semester V**

### **Human Resource Development**

**Objective:** Effectively manage and plan key human resource functions within organizations. Examine current issues, trends, practices and processes in HRM. Problem solves human resource challenges.

**Outcome:** Demonstrate an understanding of key terms, theories/concepts and practice within the field of HRM. Develop an ability to undertake qualitative and quantitative research. Identify and apply new ideas, methods and ways of thinking.

## **Semester VI**

### **Service Marketing**

**Objective:** To provide students with an appreciation of concepts, functions and techniques of the craft of marketing services. To develop an understanding of the state of the art service management thinking to promote a customer service oriented mindset.

**Outcomes:** The students will be able to provide a theoretical and practical basis for assessing service performance using company examples. The students will be able to explain the nature and scope of services marketing.

## **Semester VI**

### **International Marketing**

**Objective:** Brining countries closer for trading purpose and to encourage large scale free trade among the countries of the world and interaction of economies of different countries. To ensure optimum utilization of resources at global level.

**Outcome:** Classify strategic for entering export markets from extant knowledge and research. Apply care theoretical concepts in international marketing to find practical solutions to constraints of small business.