

## **Bachelor of Commerce (BCom)**

**Course Overview Institution: St. Anne's First Grade College for Women**

**Program Duration: 3 Years (6 Semesters)**

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### **Semester 3**

#### **Managerial Economics:**

This course applies economic theory to business decision-making. Students will study demand and supply analysis, cost and production functions, pricing strategies, and market structures. The course helps in understanding how economic concepts are used to solve managerial problems and optimize business performance.

#### **Financial Management:**

This course introduces the principles and practices of managing an organization's financial resources. Topics include capital budgeting, cost of capital, working capital management, capital structure, dividend decisions, and financial analysis. Students will develop skills in planning and controlling financial activities for value creation.

#### **Marketing Management:**

This course explores the fundamental concepts of marketing and how they apply to real-world business situations. Topics include market research, consumer behavior, product development, pricing, promotion, distribution, and marketing strategies. Students will learn how to design and implement effective marketing plans.

#### **Business Communication:**

This course enhances students' communication skills for professional settings. It covers business correspondence, report writing, presentation skills, meeting etiquette, email communication, and verbal/non-verbal communication. Emphasis is placed on clarity, tone, and effectiveness in workplace interactions.

**Income Tax (Law & Practice):**

This course provides a comprehensive understanding of Indian income tax laws and their practical application. Topics include residential status, taxable income under various heads, deductions, exemptions, tax computation, and filing returns. Students will learn how to calculate tax liability and comply with legal procedures.