

## **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 5**

#### **Cost Management:**

This course focuses on the techniques of controlling and reducing business costs. Students will learn about cost planning, cost control, budgeting, standard costing, variance analysis, and decision-making tools used in managing operational efficiency and profitability.

#### **International Business:**

This course introduces students to the global business environment and international trade practices. Topics include international trade theories, foreign exchange markets, global marketing strategies, trade policies, international finance, and cross-cultural management.

#### **Retail Management:**

This course explores the structure and operations of the retail industry. Topics include retail formats, store layout, merchandising, supply chain management, customer service, and retail marketing. Students will gain practical knowledge of managing a retail business in a competitive environment.

#### **E-Commerce:**

This course examines the use of electronic platforms for business transactions. Topics include online retailing, digital payment systems, cybersecurity, e-marketing, and legal aspects of e-commerce. Students will learn how businesses operate and compete in the digital economy.

**Entrepreneurship (Entrepreneurship Development):**

This course encourages innovation and entrepreneurial thinking. Topics include idea generation, business plan development, funding options, legal requirements for startups, and managing a new venture. The course aims to prepare students to launch and manage their own businesses.