

CONCEPT NOTE FOR VSEC COURSES

DEPARTMENT OF COMMERCE

Title: SEMESTER 1: Fundamentals of Advertising

SEMESTER 2: Advertising Culture and Creativity

To be taught to Commerce students

Bachelor's Degree Programme in Commerce introduces Advertising as a subject with an aim that students get an opportunity and get acquainted with the various aspect in the field of advertising. Learners will be able to understand the advertising culture in India and at international level, make them aware of recent trends in advertising, the role of Ad agencies and works performed by them, analysis of the advertising. It also highlights different Ad Gurus and their contribution to this filed. Public Relation concept will help the learners understand the process and importance of PR in advertising.

The journey of this subject is from theory to the practical exposure. The focus is to acquaint the learners with creativity and culture of advertising with the help of traditional media and New Age media, realize the importance of advertisement and developing competencies for the same to work creatively in the said field. To get the better insight of the concepts and gain hands on training, the guest lectures will be conducted by the experts from the field of advertising. assignments will be given to the learners to make them excel. And more importantly the learners will be made aware with the various career's options in the field of advertising which they can opt for

DEPARTMENT OF ACCOUNTANCY

Title: SEMESTER 1: Financial Modelling-1

SEMESTER 2: Financial Modelling-2

To be taught to Commerce students

Financial modelling has always played an essential role in the field of finance. Now, more jobs outside of finance require financial modelling skills. Many finance professionals, such as Investment Bankers, Private Equity Professionals, and Research Analysts, use financial modelling.

Financial Modelling is an essential course in finance that empowers students with core financial skills and methods in business financing to analyse, assess, and strategies the operations of any organisation