

**J.J. College of Arts and Science (Autonomous)  
J.J. Nagar, Sivapuram Post, Pudukkottai**

**Department of Commerce with Computer Applications**

**1.1.3 Courses focuses on Employability/ Entrepreneurship and Skill Development during (2022 - 2023)**

Sl. No.	Name of the Course	Course Code	Employability	Entrepreneurship	Skill Development
<b>B.Com. C.A.</b>					
1	Financial Accounting, I	U1R3CMCC1			✓
2	Principles of Management	U1R3CMCC2		✓	
3	Computer Fundamentals	U1R3CMDSE1:1			✓
4	Business Economics	U1R3CMDSE1:2		✓	
5	C Programming and Lab	U1R3CMDSE1:3			✓
6	Salesmanship	U1R3CMSEC1:1	✓		
7	Soft skills and personality Development	U1R3CMSEC1:2	✓		
8	Foundation Course	U1R3CMFC1	✓		
9	Financial Accounting II	U2R3CMCC3			✓
10	Business Law	U2R3CMCC4		✓	
11	Digital Marketing	U2R3CMDSE2:1		✓	
12	Office automation theory and Lab	U2R3CMDSE2:2P			✓
13	Information and cyber Law	U2R3CMDSE2:3	✓		
14	E Transactions	U2R3CMSEC2:1	✓		
15	Media Marketing	U2R3CMSEC2:2		✓	
16	Animation	U2R3CMSEC3:1		✓	
17	Multimedia	U2R3CMSEC3:2		✓	

*S. Parasuraman*

**HEAD OF THE DEPARTMENT**

**Head, Department of Commerce  
with Computer Application**

**J.J. College of Arts and Science (Autonomous)  
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*G.P.*

**PRINCIPAL**

**Dr.J.PARASURAMAN, M.A., M.B.A., M.C.A.  
M.Phil., B.Ed., Ph.D.**

**PRINCIPAL**

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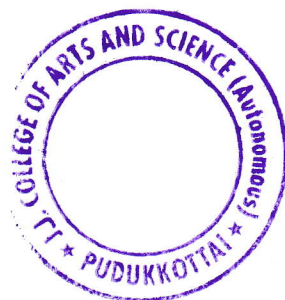
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Sl. No.	Name of the Course	Course Code	Employability	Entrepreneurship	Skill Development
<b>M.Com. C.A.</b>					
18	Business Finance	P1R3CMCC1		✓	
19	Digital Marketing	P1R3CMCC2	✓		
20	Banking and Insurance	P1R3CMCC3	✓		
21	Elective I - Introduction to Industry 4.0	P1R3CMDSE1:1		✓	
22	Big Data Analytics	P1R3CMDSE1:2			✓
23	Business Intelligence	P1R3CMDSE1:3		✓	
24	Enterprise Resource Planning	P1R3CMDSE2:1	✓		
25	Database Management System	P1R3CMDSE2:2	✓		
26	Strategic Cost Management	P2R3CMCC4	✓		
27	Corporate Accounting	P2R3CMCC5	✓		
28	Setting up of Business entities	P2R3CMCC6		✓	
29	Data mining and warehousing	P2R3CMDSE3:1		✓	
30	Technology in banking	P2R3CMDSE3:2	✓		
31	Financial Analytics (Practical)	P2R3CMDSE4:1			✓
32	Management Information System	P2R3CMDSE4:2		✓	
33	Capital Markets	P2R3CMSEC1:1		✓	
34	Corporate Governance	P2R3CMSEC1:2		✓	

*S. Alexander*

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*V. P. Parasuraman*

**PRINCIPAL**

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