

B.Com DEPARTMENT

B.Com(CA)

B.Com (PLAIN)

An Introduction To
AI

AI In Marketing

Design
Thinking

Financial
Accounting

E-Business

Entrepreneurship

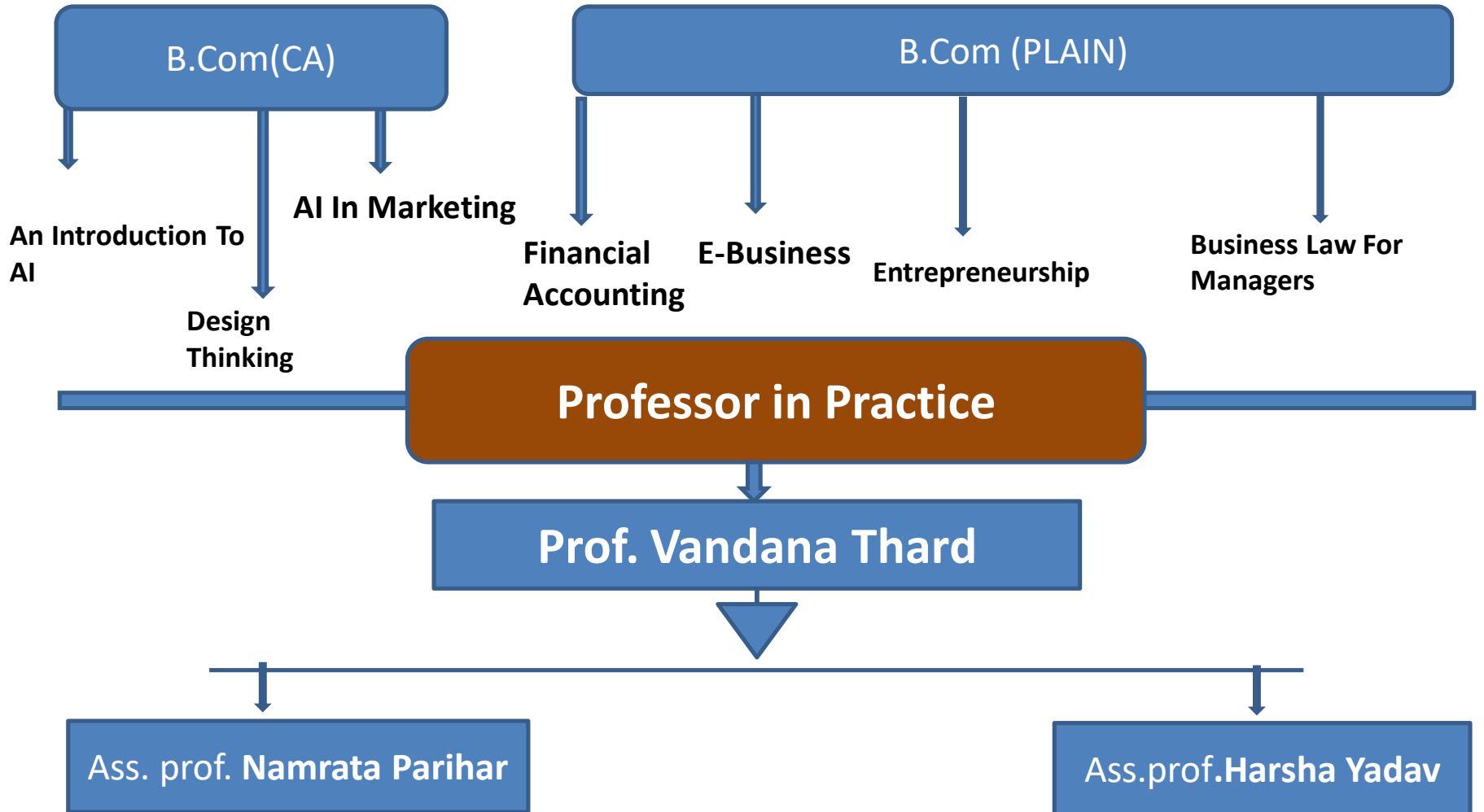
Business Law For
Managers

Professor in Practice

Prof. Vandana Thard

Ass. prof. Namrata Parihar

Ass.prof.Harsha Yadav



Entrepreneurship Essentials (NPTEL)

The course provides foundational knowledge on various aspects of entrepreneurial venture creation and management during its life-cycle. It has been designed to address multidisciplinary audiences. The objective of the course is to teach key issues faced by entrepreneurs and managers at different stages of the life-cycle of an enterprise and is relevant both for aspiring entrepreneurs and for decision makers in established enterprises.

Course Type :	Elective
Duration :	12 weeks
Category :	•Multidisciplinary
Credit Points :	3
Level :	Undergraduate/Postgraduate
Start Date :	22 Jan 2024
End Date :	12 Apr 2024
Enrollment Ends :	29 Jan 2024
Exam Registration Ends :	16 Feb 2024
Exam Date :	20 Apr 2024 IST

CRITERIA TO GET A CERTIFICATE

Average assignment score = 25% of average of best 8 assignments out of the total 12 assignments given in the course.

Exam score = 75% of the proctored certification exam score out of 100

Final score = Average assignment score + Exam score

YOU WILL BE ELIGIBLE FOR A CERTIFICATE ONLY IF AVERAGE ASSIGNMENT SCORE $\geq 10/25$ AND EXAM SCORE $\geq 30/75$. If one of the 2 criteria is not met, you will not get the certificate even if the Final score $\geq 40/100$.

Certificate will have your name, photograph and the score in the final exam with the break up. It will have the logos of NPTEL and IIT Madras. It will be e-verifiable at nptel.ac.in/noc.

Only the e-certificate will be made available. Hard copies will not be dispatched.

Once again, thanks for your interest in our online courses and certification. Happy learning.

NPTEL Certification courses

The main benefits of participating in an online course under NPTEL are:

1. Students: credit transfer and better resume
2. Faculty: Refresher courses, AICTE recognized FDP courses
3. Working professionals: For upskilling and reskilling

INTERNSHIP



NPTEL provides toppers with the opportunity to gain rich research experiences with faculty from prestigious IITs and IISc.

From 2018 summer onwards, NPTEL has started offering internships to NOC exam toppers with the respective course instructors.

NPTEL is inviting learners from various colleges, universities, and institutes who have topped any of the NPTEL courses to pursue internships under the guidance of faculty from the IITs and IISc

E-Business

NPTEL(B.com)

The Internet has changed the way companies carry out their businesses. The primary objective of this course is to introduce concepts, tools and approaches to electronic business to the post-graduate and undergraduate students. Further, the subject will help the students to develop skills to manage businesses in the digital world. The course will cover following aspects of E-Business Systems.

Course Type :	Elective
Duration :	12 weeks
Category :	•Management Studies
Credit Points :	3
Level :	Undergraduate
Start Date :	22 Jan 2024
End Date :	12 Apr 2024
Enrollment Ends :	29 Jan 2024
Exam Registration Ends :	16 Feb 2024
Exam Date :	21 Apr 2024 IST

AI in Marketing

B.Com(NPTEL)

To develop an understanding of application of AI in marketing management and familiarize students with changes brought in traditional marketing activities due to AI and ethical concerns raised by AI adoption.

Course Type :	Elective
Duration :	12 weeks
Category :	•Management Studies
Credit Points :	3
Level :	Postgraduate
Start Date :	22 Jan 2024
End Date :	12 Apr 2024
Enrollment Ends :	29 Jan 2024
Exam Registration Ends :	16 Feb 2024
Exam Date :	27 Apr 2024 IST

Financial accounting

NPTEL

This course is intended for first time students of financial accounting at undergraduate or graduate level or those who have been exposed to financials terms but haven't had a chance to learn in a structured manner. Through well-curated content that progressively builds on conceptual learning, the course will enable a student to read and analyze financial statements of a business.

Course Type :	Elective
Duration :	12 weeks
Category :	<ul style="list-style-type: none">•Management Studies•Minor in Management
Credit Points :	3
Level :	Undergraduate/Postgraduate
Start Date :	22 Jan 2024
End Date :	12 Apr 2024
Enrollment Ends :	29 Jan 2024
Exam Registration Ends :	16 Feb 2024
Exam Date :	27 Apr 2024 IST

An Introduction to Artificial Intelligence (BSW/MSW)NPTEL

The course introduces the variety of concepts in the field of artificial intelligence. It discusses the philosophy of AI, and how to model a new problem as an AI problem. It describes a variety of models such as search, logic, Bayes nets, and MDPs, which can be used to model a new problem. It also teaches many first algorithms to solve each formulation. The course prepares a student to take a variety of focused, advanced courses in various subfields of AI.

Course Type :	Elective
Duration :	12 weeks
Category :	<ul style="list-style-type: none">•Computer Science and Engineering•Artificial Intelligence•Data Science•Robotics
Credit Points :	3
Level :	Undergraduate
Start Date :	22 Jan 2024
End Date :	12 Apr 2024
Enrollment Ends :	29 Jan 2024
Exam Registration Ends :	16 Feb 2024
Exam Date :	20 Apr 2024 IST

Design Thinking - A Primer

NPTEL

Design thinking is a systematic method of solving problems. This method is unique that it starts and ends with humans. The design thinkers start by observing, interviewing or just plain experiencing a situation. Then, they proceed to improve the situation of the humans by solving problems for them.

Course Type :	Elective
Duration :	4 weeks
Category :	•Management Studies
Credit Points :	1
Level :	Undergraduate/Postgraduate
Start Date :	22 Jan 2024
End Date :	16 Feb 2024
Enrollment Ends :	29 Jan 2024
Exam Registration Ends :	16 Feb 2024
Exam Date :	24 Mar 2024 IST

Business Law for Managers

NPTEL(B.com)

The course is designed to elucidate the legal framework within which enterprises operate. This course will help the students and employees to understand legal and regulatory issues affecting or likely to have a bearing on the profitability and sustainability of the businesses.

Course Type :	Core
Duration :	8 weeks
Category :	•Management Studies
Credit Points :	2
Level :	Undergraduate/Postgraduate
Start Date :	22 Jan 2024
End Date :	15 Mar 2024
Enrollment Ends :	29 Jan 2024
Exam Registration Ends :	16 Feb 2024
Exam Date :	23 Mar 2024 IST