SYLLABUS OF BRIDGE COURSE IN COMMERCE

Paper Code: BCC001

(SKILLS OF READING AND WRITING IN COMMERCE)

Maximum Mark: 75
Minimum Qualifying Mark: 25 **Teaching Hours: 10 Hrs**

Objectives:

- To make students aware about basics of commerce including trade principles, business ethics, marketing and trade hindrances.
- To prepare students to deal with basic accounting parts of commerce.
- To help students to shape their marketing skills and implant its basics.
- To guide them to the advertising fields and give them basic guidance.

Syllabus

Unit:-I **2.5Hrs.**

Commerce- Introduction of commerce
Definition of commerce
Importance of commerce
Meaning of barter system
Business-industry
Trade-hindrances of trade
Branches of commerce.

Unit:-II **2.5Hrs.**

Accounting- Introduction
Book- Keeping -Meaning -Definition
Objectives Accounting- Meaning –Definition-Objectives
Importance-Functions-Advantages
Limitations Methods of Accounting-Single Entry Double Entry-Steps involved in double entry system
Advantages of double entry system-
Meaning of Debit and Credit-

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Types of Accounts and its rules Personal Accounts-
Real Accounts-Nominal Accounts.

Unit:-III- 2.5Hrs.

Marketing- Meaning of Marketing- Definition
Functions of Marketing- Meaning of Consumer
Standardization and Grading - Pricing
Kinds of Pricing

Unit:-IV 2.5Hrs.

Advertising: Meaning, Characteristics,
Advertising Objectives,
Advertising Functions Advantages of advertising,
Kinds of Advertising, Advertising Media, Kinds of Media
Review and Progress Test



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Examination Time: 2 Hrs

Question Pattern

Select the correct answer from bracket	10×1=10
Fill the blanks	10×1=10
Match the following	10×1=10
Write in one or two sentences	10×3=30
Write about the topics given (Answer any three)	5×3=15

Total marks: 75

Text book:

- Selected parts from different books

Recommended Channels:

- https://www.youtube.com/watch?v=xWKfKCnQqAE
- https://www.youtube.com/watch?v=0l4Aah8Lrp4
- https://www.youtube.com/watch?v=x-DYe1CEdDg

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