



**GOVERNMENT COLLEGE FOR WOMEN (A),  
GUNTUR**

**COMMERCE  
CERTIFICATE  
COURSES**

**2023-2024**

**DEPARTMENT OF  
COMMERCE**

**Course Objectives, Learning Outcomes, Syllabus,  
Blueprints, Model Question Papers for the  
AECC of  
Commerce Department**

**GOVT.COLLEGE FOR WOMEN (A), GUNTUR**  
**DEPARTMENT OF COMMERCE**  
**AECC (Ability Enhancement Certificate Course)**  
**For B.Com (Honors) Computers & B.Com (Honors)**  
**FinanceFirst Semester Students**  
**On**  
**“BASICS OF ONLINE SHOPPING”**

**Eligibility for admission:** Candidate for admission to the Course shall be required to have passed the +2 in State or central board of examinations.

**Duration of the course:** The course shall extend over a period of 30 Days (2 hours per week)

**Medium of instruction and examinations:** The medium of instruction and examinations shall be in English.

**Note:** An Internal Evaluation will be for 50 Marks and the learner will be given 2 credits after the completion of the course.

**Objectives:**

- To give certain professional skills needed to students in the processing of online shopping, major e-commerce platforms.
- To introduce basics in product research and selection and making a purchase
- Identify the secure websites, secure payment methods.

**Course Outcomes:**

After the completion of the course, student will be able to:

1. To understanding the importance of Online shopping and major ecommerce platforms.
2. To understanding the credit, debit card safety, tracking shipment.
3. To understanding the secure payment methods and practices managing online privacy settings.

**GOVT.COLLEGE FOR WOMEN (A), GUNTUR**

**DEPARTMENT OF COMMERCE**

**SYLLABUS OF**

**BASICS OF ONLINE SHOPPING**

**BCOM (HONORS) COMPUTER APPLICATIONS & BCOM(HONORS)FINANCE**

**AS PART OF SKILL DEVELOPMENT COURSES**

**UNDER CBCS FRAMEWORK WITH EFFECT FROM 2023-24**

**PROGRAMME:FOUR-YEAR UG HONOURS PROGRAMME**

***(To be Implemented from 2023-24 Academic Year)***

***SYLLABUS***

**No. of Hours: 30**

**Unit – I: Introduction to Online Shopping:(10 Hours)**

Historical Overview of E-Commerce – E-Commerce Market Trends – Overview of Major e-commerce platforms – User registration and account setup – Exploring product categories – Searching and filtering options – Shopping using mobile apps – Mobile optimization and convenience.

**Unit – II: Product Research & Selection and Making a Purchase: (10 Hours)**

Analyzing user reviews – Identifying Discounts and Promotions – Price comparison – Identifying authentic products - Adding, removing and managing items in the shopping card – Credit/ Debit card safety – Confirming order – Tracking Shipment – Dealing with delivery delays and problems – Contracting Customer care.

**Unit – III Return, Refund & Customer Support and Online Shopping Safety: (10 Hours)**

Understanding returns Policies – Initiating return and refunds – Social responsibility in Online shopping – Supporting ethical and sustainable brands – Protecting personal information – Identifying secure websites – Secure Payment methods and practices – Managing Online Privacy settings.

**GOVT.COLLEGE FOR WOMEN (A), GUNTUR**  
**DEPARTMENT OF COMMERCE**  
**AECC (Ability Enhancement Certificate Course)**  
**For B.Com (Honors) Taxation Procedure & Practice**  
**First Semester Students**  
**On**

**“FINANCIAL LITERACY FOR EVERYDAY LIFE”**

**Eligibility for admission:** Candidate for admission to the Course shall be required to have passed the +2 in State or central board of examinations.

**Duration of the course:** The course shall extend over a period of 30 Days (2 hours per week)

**Medium of instruction and examinations:** The medium of instruction and examinations shall be in English.

**Note:** An Internal Evaluation will be for 50 Marks and the learner will be given 2 credits after the completion of the course.

**Objectives:**

- To give certain professional skills needed to students in the processing of financial literacy and money management, credit card usage, investing basics and retirement planning.
- To introduce basic of insurance, investing real estate and tax planning.

**Course Outcomes:**

After the completion of the course, student will be able to:

1. To understanding the importance of Financial Literacy building a saving habit.
2. To understanding the credit scores and reports, Retirement plans and Social security basics.
3. To understanding the types of insurance, evaluating insurance needs, tax efficient investing strategies.

**GOVT.COLLEGE FOR WOMEN (A), GUNTUR**  
**DEPARTMENT OF COMMERCE**

**ABILITY ENHANCEMENT CERTIFICATE COURSE IN**  
**"FINANCIAL LITERACY FOR EVERYDAY LIFE"**  
**I YEAR-- I-SEMESTER BCOM.**

**SYLLABUS**  
**No. of Hours: 30**

**Unit – I: Introduction to Financial Literacy & Money Management: (10 Hours)**

Understanding the importance of Financial Literacy – Setting Financial Goals – Basic Financial Terms and concepts – Creating Personal Budget – Tracking Income and Expenses – Strategies for Effective Money Management – Saving and Emergency Fund – Types of Bank Accounts – Online Mobile Banking – Understanding Interest Rates – Building a Saving Habit.

**Unit – II: Credit Card usage, Investing Basics & Retirement Planning: (10 Hours)**

Understating Credit Scores and Reports – Responsible Credit Card Use - Strategies for Debt Reduction – Introduction to Investing – Types of Investment Options – Risk vs. Return – Building an Investment Portfolio – Retirement Savings Accounts (401 (k), IRA, etc.) – Employer Sponsored Retirement Plans – Planning for Retirement Income – Social Security Basics.

**Unit – III Basics of Insurance, Investing in Real estate and Tax Planning: (10 Hours)**

Types of Insurance – Evaluating Insurance Needs – Choosing the Right Insurance Policies – Emergency and Disaster Preparedness – Renting vs. Owning – Home Buying Process – Home Maintenance and Repairs – Understanding different Types of Planning – Filing Income Tax Returns – Tax Deductions and Credits – Tax-Efficient Investing Strategies

**GOVT.COLLEGE FOR WOMEN (A), GUNTUR**  
**DEPARTMENT OF COMMERCE**  
**AECC (ABILITY ENHANCEMENT CERTIFICATE COURSE)**  
**FOR B.COM (HONORS) GENERAL**  
**FIRST SEMESTER STUDENTS ON**  
**"MODERN OFFICE MANAGEMENT"**

**Eligibility for admission:** Candidate for admission to the Course shall be required to have passed the +2 in State or central board of examinations.

**Duration of the course:** The course shall extend over a period of 30 Days (2 hours per week)

**Medium of instruction and examinations:** The medium of instruction and examinations shall be in English.

**Note:** An Internal Evaluation will be for 50 Marks and the learner will be given 2 credits after the completion of the course.

**Objectives:**

- To give certain professional skills needed to students in the processing of modern office management, duties and responsibilities of office staff.
- To know the records management and handling the incoming and outgoing mails and document report writing.

**Course Outcomes:**

After the completion of the course, student will be able to:

1. To understanding the importance of Modern Office Management.
2. To understanding the records management and appropriate filing system.
3. To understanding steps in writing work place documents and quick tips for report writing.

**GOVT.COLLEGE FOR WOMEN (A),  
GUNTUR**  
**DEPARTMENT OF COMMERCE**  
**SYLLABUS OF**  
**MODERN OFFICE MANAGEMENT**  
**AS PART OF SKILL DEVELOPMENT**  
**COURSES UNDER CBCS FRAME WORK WITH EFFECT FROM 2023-24**  
**PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME**  
***(To be Implemented from 2023-24 Academic Year***  
**B.COM (GENERAL)**  
**MODERN OFFICE MANAGEMENT**

**Unit- I: Introduction to Modern Office Management (10 hours)**

Office what is a Business Enterprise? What is an Office? Who are Office Staff? What are the most Common Forms of Business Organization? What are the Advantages of Office Work? What are the Categories of Office Career and Job Classifications under Each Category? What are the Specific Skill Requirements for Office Jobs? Duties and Responsibilities of Office Staff

**Unit-II: Records management (10 hours)**

Records Management Objectives of Record Keeping; What is Filing? What are the Different Kinds of Filing System? Steps in Filing; Indexing; Selecting the Appropriate Filing System; How to handle Incoming & Outgoing Mails

**Unit –III: Document / Report writing (10 hours)**

Document/Report Writing Key points to write a document: The 5w-h plan for writing; Steps in writing workplace documents; Important things to remember when editing seven layout mistakes to avoid; Quick tips for report Writing; Basics of Meetings.



**Course Objectives, Learning Outcomes, Syllabus  
for**

**CERTIFICATE COURSE OF  
DEPARTMENT OF COMMERCE**



# **Govt. College for Women** **(AUTONOMOUS) - GUNTUR. 1942 (Estd.)** **College with Potential for Excellence**

## **DEPARTMENT OF COMMERCE** **CERTIFICATE COURSE IN** **GREEN MARKETING**

**Eligibility for Admission:** The students studying II B.Com are eligible to apply for the course.

**Duration of the Course:** 30 Hours are required to cover both theory & Hands on Practice session.  
(Daily 2 Hours for 15 Days)

**Medium of Instruction:** English is the medium of instruction for the Course.

### **Course Objectives:**

The course is designed to understand the importance of Green Marketing on consumer satisfaction and environmental safety. Green revolution, going green, environment protection and sustainable development have become the buzz words today. Consumers are gradually becoming conscious buying eco-friendly products. This course aims at understanding the concept of Green Products and Marketing. This course also revisits the factors that affect consumers' purchased

### **Learning Outcomes:**

- ❖ Explain green marketing and its importance to the environment from the perspective of consumers and businesses.
- ❖ Describe the current state of the environment resulting from
- ❖ The past and present practices of the human consumption.
- ❖ Understand the opportunities, challenges, and issues in designing and implementing green marketing strategies.

### **Unit I: Fundamentals of Green Marketing: (10Hours.)**

Meaning & Concept & Evolution of Green Marketing, Types of Green Marketing, Difference in between Marketing & Green Marketing, Green Product - Green Marketing– Importance of Green Marketing – Importance of green marketing – Benefits of Green Marketing – Adoption of Green Marketing – Green Marketing Mix – Strategies to Green Marketing.

## **Unit II: Segmentation of Green Marketing: (10Hours.)**

Green Spinning – Green Selling – Green Harvesting –Green Washing – Climate Performance Leadership Index Promotional Channels of Green Marketing.

## **Unit III: Green Marketing Policies: (10Hours.)**

Introduction to Green Marketing Policy & Process, Green Firms – HCL's Green Management Policy – IBM's Green Solutions – Indus Ind Bank's Solar Powered ATMs – ITCs Paper Kraft –Maruti's Green Supply Chain – ONCGs Mokshada Green Crematorium – Reva's Electric Car –Samsung's Eco-friendly handsets – Wipro Infotech's Eco-friendly computer peripherals.

### **Text Books:**

- ❖ Green Marketing Management by Robert Dahlstrom, Cengage Learning India. Latest Edition.
- ❖ Green Marketing -Concepts, Literatures and Examples. M.Meera. Evince Publishing.



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**DEPARTMENT OF COMMERCE**  
**CERTIFICATE COURSE IN**  
**SMALL BUSINESS ESTABLISHMENT**  
**EXAMINATION & EVALUATION**

**No. of Hours: 30**

**Max. Marks: 50**

After completion of 30 Teaching Hours (Both Theory & Hands on Experience), students have to take the Course End Examination. The Exam consists of 25 Multiple Choice Questions and each question carries 2 Marks. It will be conducted in Online Mode with the duration of 30 Minutes. A student has to get minimum 25 Marks (50%) to pass the Exam and to get Course Completion Certificate.



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**DEPARTMENT OF COMMERCE**  
**CERTIFICATE COURSE IN**  
**SMALL BUSINESS ESTABLISHMENT**

**Eligibility for Admission:** The students studying II B.Com are eligible to apply for the course.

**Duration of the Course:** 30 Hours are required to cover both theory & Hands on Practice session.  
(Daily 2 Hours for 15 Days)

**Medium of Instruction:** English is the medium of instruction for the Course.

**Objectives of the Course:**

- To equip the students with knowledge and skills to establish their own business organization.
- To give hands on experience to the students in selected business ideas

**Course Outcomes:**

- To provide students with a comprehensive understanding of small business establishment, its historical evolution, and the significance of small businesses in the modern economy.
- To help students assess various forms of business organizations, factors influencing the choice of the appropriate structure, and equip them with skills for idea generation and opportunity recognition.



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**DEPARTMENT OF COMMERCE**  
**CERTIFICATE COURSE IN**  
**SMALL BUSINESS ESTABLISHMENT**  
**SYLLABUS**

**No. of Hours: 30**

**Max. Marks: 50**

**CHAPTER1:** Introduction to Small Business Establishment – Meaning and Significance- Evolution- Factors Influencing- Characteristics - Types - Functions - Problems and Challenges in Small Business Establishment. (8 Hours)

**CHAPTER 2:** Forms of Business Organizations - Classifications – Factors Influencing Choice of Business Organization-Idea Generation and Opportunity Recognition -SWOT Analysis -Sources of New Ideas for Entrepreneurs - Techniques for Generating New Ideas –Steps in Opportunity Recognition and Tapping. (10 Hours)

**CHAPTER 3:** Hands-on practical sessions on Dish wash Liquid – Hand Wash - Vaseline Making – Floor Cleaner – Soap Making – Candle Making. (12 Hours)

**REFERENCES:**

1. Fundamentals of Entrepreneurship And Small Business Management - Vasant Desai
2. Entrepreneurship Development - S. Anil Kumar.
3. Entrepreneurship - Rajeev Roy
4. Fundamentals of Business Organization and Management - Y.K. Bhushan.



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