

BACHELOR OF COMMERCE (B.COM) Regular

Business Data Analytics (BDA) Specialization

Vision

1. **To develop globally competent commerce graduates** with strong ethical values, capable of contributing to the business and financial world with innovation and integrity.
2. **To be a center of excellence in commerce education**, fostering academic excellence, industry relevance, and social responsibility.

Mission

1. **To provide quality education in commerce and business studies**, integrating practical knowledge, critical thinking, and digital skills.
2. **To empower students with professional competencies** through industry interaction, research initiatives, and skill development programs.

Head of the Department: Dr. Shalini.N

Affiliated to - Bengaluru City University

The Department of Bachelor of Commerce (B.Com) plays a crucial role in college education by providing students with a strong foundation in business, finance, economics, accounting, and management. It equips students with the theoretical knowledge and practical skills needed to understand and operate within the modern business environment. Through its career-oriented curriculum, the department prepares students for various professional paths in accounting, banking, marketing, corporate law, and entrepreneurship. It also fosters analytical thinking and decision-making abilities, essential for solving real-world commercial problems. Moreover, the B.Com degree serves as a gateway for higher education and professional certifications such as MBA, M.Com, CA, CMA, and CFA. The department often integrates interdisciplinary learning, combining business studies with areas like information technology and data analysis, to offer a broader perspective. By nurturing leadership, communication, and teamwork skills, the department not only enhances students' employability but also contributes to their overall personal and professional development. In doing so, it plays a significant role in producing graduates who can actively contribute to the growth and stability of both national and global economies. Students graduating with a B.Com in Business Data Analytics are uniquely positioned at the intersection of commerce and technology, opening doors to a wide range of career opportunities in today's data-driven economy. With expertise in financial principles, business operations, and analytical tools like Excel, SQL, Python, and data visualization platforms, they are equipped to take on roles such as business analysts, financial analysts, market researchers, data consultants, and operations strategists. This specialization also lays a strong foundation for higher studies in fields like data science, finance, MBA, or professional certifications.

DURATION OF THE COURSE: 3 YEARS (6 SEMESTERS)

ELIGIBILITY: Class-XII or PUC (any Stream), from a recognized Board.

ELECTIVE OPTIONS: V and VI SEM: Finance/HR/Marketing