

## Bachelor of Commerce (B.Com)

Commerce is essential to the global economy. It encompasses everything related to the buying and selling of goods and services at both the wholesale and retail levels.

- Commerce involves the exchange of goods and services, often for a profit
- There are two branches of commerce – trade, and aids to trade.
- Trade can be either internal (within a country's borders) or external (between countries).
- Aids to trade include transport, warehousing, distribution, advertising, insurance and banking.
- There are seven primary commerce business models: B2C (Business to Customers) , B2B (Business to Business), B2A (Business to Administration), C2A (Customers to Administration), C2C (Customers to Customers), C2B(Customers to Business) and DTC (Direct to Customers).

Commerce is defined as the exchange of goods and services between two or more entities. It typically involves buying and selling things of value. Commerce can take place between businesses, between consumers, or between businesses and consumers. Commerce involves an exchange of value and often generates a profit for one of the parties involved. It also includes services provided by companies and other organizations that facilitate the commerce exchange. Commerce is important to society in five essential ways

- Commerce satisfies individual wants and needs
- Commerce links producers and consumers
- Commerce increases the standard of living
- Commerce creates employment opportunities
- Commerce generates profits

## B.Com : Commerce Curriculam

RAAK Arts & Science College is offering a three years undergraduate degree program Bachelor of Commerce (B.Com.). The college is affiliated to Annamalai University, Annamalainagar, Chidambaram, India.

The Curriculam focuqs areas are :

- Financial Accounting
- Business Oganisation
- Corporate Accounting
- Business Communication
- Company Law and Secretarial Practice
- Cost Accounting
- Income Tax Law and practice
- Entrepreneurial Development
- Digital Marketing Theory
- Management Accounting



## Career Pathways

- ✔ Accountant
- ✔ Account Executive
- ✔ Business Executive
- ✔ Financial Analyst
- ✔ Tax Consultant
- ✔ Tax Consultant
- ✔ Accounts Manager
- ✔ Business Consultant
- ✔ Finance Manager
- ✔ Financial Analyst



## SALIENT FEATURES

- 01
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- 08
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- Wi-Fi Campus**
- ICT Classrooms**
- Go Green Campus**
- Transport Facilities**
- Hostel Facilities**
- A/C Classrooms**
- Experiential Pedagogy**
- STEAM Education**
- 100% Placements**
- Sports Activities**

## About RAAK

RAAK Arts and Science College (RASC) , Perambai ,Tamil Nadu is affiliated to Annamalai University, Annamalai Nagar, Chidambaram, Tamil Nadu, India. The college was established in the year 2009. It started with five Under Graduate degree Programs and 180 students. Today, the college is offering more than ten Under Graduate degree Programs and Seven Post Graduate Degree Programs. The college has been fostering graduates in Arts, Sciences, Commerce, Business Administration, Social Work, Information Technology and Computer Science. This has resulted in interdisciplinary environment that promotes cross disciplinary learning and research environment to the students. RASC is located in a green campus that has all the necessary infrastructure including laboratories, Modern Library, ICT classrooms, transport facilities etc.



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Get In Touch



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# RAAK

**ARTS AND SCIENCE COLLEGE**

Affiliated to Annamalai University, Chidambaram  
(A Unit of Farouk Educational Trust)

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