**Program Outcomes**

**Bachelor of Commerce AND Master of Commerce**

The commerce stream offers a wide range of career opportunities in various fields such as finance, accounting, banking, business management, and more. It provides a strong foundation for roles like Chartered Accountant, Investment Banker, Financial Analyst, and even entrepreneurial ventures. The field continues to expand with the rise of e-commerce and digital technologies, creating new avenues in digital marketing, data analytics etc.

Here's a more detailed look at the scope:

1. Core Areas:

Accounting and Auditing:

Accountants and auditors manage financial records, prepare financial statements, and ensure compliance with accounting standards.

Banking and Finance:

This includes roles in commercial banks, investment banks, financial institutions, and financial advisory services.

Business Management:

Commerce graduates can pursue careers in various management roles, including marketing, human resources, operations, and general management.

2. Expanding Fields:

E-commerce and Retail:

The growth of online retail has created a demand for professionals in e-commerce management, online marketing, and retail management.

Digital Marketing:

With the increasing importance of online presence, digital marketing roles are in high demand, including SEO, social media marketing, and content marketing.

Data Analytics:

Businesses are increasingly relying on data to make informed decisions, creating opportunities for data analysts and business intelligence professionals.

3. Specific Career Paths:

Chartered Accountant (CA):

A highly respected and well-compensated profession focused on accounting, auditing, and taxation.

Company Secretary (CS):

CS professionals play a crucial role in corporate governance and legal compliance.

Investment Banker:

These professionals handle large-scale financial transactions, mergers and acquisitions, and portfolio management.

Financial Analyst:

They analyze financial data, assess investment opportunities, and provide financial advice.

Actuary:

Actuaries use mathematical and statistical models to assess and manage financial risks, particularly in insurance and pensions.

Entrepreneur:

A commerce background provides a strong foundation for starting and managing one's own business.

4. Further Studies:

MBA:

A Master of Business Administration (MBA) degree is a popular choice for commerce graduates seeking to advance their careers and gain specialized knowledge.

CFA:

Chartered Financial Analyst (CFA) is a globally recognized professional designation for investment professionals.

Other Master's Degrees:

Commerce graduates can also pursue specialized Master's degrees in areas like finance, accounting, marketing, or economics.

In essence, the commerce stream provides a versatile foundation for a wide range of career paths, with opportunities for growth and advancement in both traditional and emerging fields.