



## **CRITERION I - CURRICULAR ASPECTS**

### **1.3 Curriculum Enrichment**

#### **1.3.2 Certificate Courses/Value-added Courses**

## *Value added Courses*

**Department of Commerce  
2022-2023**

## **Brochure**

- 1. Aari Embroidery**
- 2. Mehendi Designing**
- 3. Forms Management**
- 4. Salesmanship**
- 5. Preparation for Competitive Examination-TNPSC**

## ABOUT THE INSTITUTION

Kumbakonam the temple town is located in Thanjavur district, Tamilnadu, India. Kumbakonam is a chief commercial center for the district of Thanjavur. There are above 195 industries around the town. There are 7 colleges and more than 35 schools in Kumbakonam taluk. The Government College for Women (A), Kumbakonam is the second educational institute exclusively for Women in Tamil Nadu was established in 1963. The College was conferred 'Autonomy' on 9th February 2007 and the College was reaccredited with 'B' level in 2016. At present, the college offers 12 Undergraduate and 11 Post graduate programmes under choice based Credit System (CBCS). The impressive number of University rank holders in every academic year is an ample proof of the growing academic reputation of the Institution.

## ABOUT THE DEPARTMENT

Commerce may be defined as "an organized system for the exchange of goods and services between members of the industrial world". It comprises all forms of trade - which aid and assist the carrying on of trade, such as banking, transport, warehousing, insurance and advertising. Commerce renders invaluable assistance in production and distribution of goods and services. Without commerce, industrial functions would be rendered meaningless. It has been rightly said that commerce is the backbone of industry.

In the year 1982-83, Under Graduate program in Commerce was introduced. In the academic year 2003-2004, Post Graduate Course in Commerce, M.Com- Financial Management was started on self financing basis and later in the year 2006-2007 converted to regular courses. Recognizing the demand for B.Com Course, an additional batch (Shift-II) was introduced in the year 2006-2007.

## LEARNING OUTCOMES OF VACS

1. To motivate entrepreneurs and activities.
2. To develop skills to run business successfully.
3. Gain knowledge of filling up business forms online.
4. To identify the challenges in being a successful sales personnel.
5. To increase employability.

## OBJECTIVES

1. To develop and systematically apply an entrepreneurial way of thinking.
2. To provide knowledge regarding filling up of forms used in business.
3. To provide basic knowledge of salesmanship.
4. To impart skills for passing TNPSC Exams.



## GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS)

KUMBAKONAM - 612 001

Affiliated to Bharathidasan University



## DEPARTMENT OF COMMERCE

VALUE ADDED COURSES

2022 - 2023

1. Aari embroidery
2. Mehendi designing
3. Forms management
4. Salesmanship
5. Preparation for competitive examination-TNPSC

Duration : 30 hrs

Registration Fee : Rs. 50 /-  
(for each course)

Registration Fee : Rs. 100 /-  
(for Aari Embroidery)

