



# **SANATAN DHARMA COLLEGE AMBALA CANTT**



**NAAC Accredited Grade "A+" with CGPA 3.51 in third cycle  
College with Potential for Excellence- UGC, New Delhi  
ISO 9001:2015 & ISO 14001:2015 Certified**



**(AFFILIATED TO KURUKSHETRA UNIVERSITY, KURUKSHETRA)**



Sanatan Dharma College, Ambala Cantt. is a College with Potential for Excellence, UGC, New Delhi and has been awarded A+ Grade in the 3<sup>rd</sup> Cycle of accreditation by National Assessment and Accreditation Council of India (NAAC), Bengaluru with CGPA of 3.51 out of 4. The College was established in 1916 by Bharat Ratna Pt. Madan Mohan Malviya, the founder of Banaras Hindu University, Varanasi and the foundation stone of the relocated college at Ambala was laid by the first President of India, Dr. Rajender Prasad. The college is run by S.D. College Society, New Delhi. Sanatan Dharma College, Ambala Cantt is a premier multi-faculty, co-educational institution affiliated to Kurukshetra University, Kurukshetra. With over 3000 students on its rolls, the college excels in various fields of academics, sports, cultural and co-curricular activities. The college offers graduation and post-graduation courses in Arts & Humanities, Science, Management, Commerce, Business Administration and job-oriented vocational and add-on courses. The college was bestowed with the status of Deen Dayal Upadhyay Kaushal Kendra in 2015 by UGC, New Delhi for running Skill Development courses as per NSQF.

# DEPARTMENT OF COMMERCE AND MANAGEMENT

Department of Commerce and Management of Sanatan Dharma College offers a platform to students for developing as a successful individual for dealing with the dynamics of industry. The aim of the department is to impart knowledge and skills amongst students to face the changes of the ever-changing business environment. Latest teaching methodologies including Audio Visual equipment are used to improve the teaching learning process which enhances the skill of the students.



## FLOW OF ALL THE B.COM COURSES

Course Level	Undergraduate
Duration	3 years
Examination Type	Semester System
Eligibility	10+2

### FOR ADMISSIONS

Contact Number: 0171-2630283

Email: [admission@sdcollegeambala.ac.in](mailto:admission@sdcollegeambala.ac.in)

Website: [www.sdcollegeambala.ac.in](http://www.sdcollegeambala.ac.in)

## **B.Com (Aided) and B.Com (Self Finance)**

### **Course outcomes:**

- The course provides a platform for experimental learning and grooms students towards industry specific curriculum with focused approach on specific areas which are crucial in the management of companies.
- Students would gain a thorough grounding in the fundamentals of Commerce and Finance.
- The course provides exposure to students in the latest trends in relevant branches of knowledge giving them the needed competence and creativity to face global challenges.
- Students have a plethora of choices to pursue professional courses like of Data analyst, Company Secretary, Human Resource manager, Certified Financial Planner, Economist, Venture capitalist, Chartered Accountant, Chartered Financial Analyst, Finance Manager, Tax Auditor, Finance Consultant, Stock Broker, Portfolio Manager, Financial Planner, Finance Analyst

### **Curriculum:**

<b>B.Com (Aided) and B.Com (SF)</b>		
<b>Semester 1</b>	<b>Semester 2</b>	<b>Semester 3</b>
<ul style="list-style-type: none"> <li>• Financial Accounting-I</li> <li>• Micro Economics</li> <li>• Principles of Business Management</li> <li>• Computer Applications in Business</li> <li>• Business Mathematics-I</li> <li>• Business Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Accounting-II</li> <li>• Macro Economics</li> <li>• Fundamentals of Marketing</li> <li>• E-Commerce</li> <li>• Business Mathematics-II</li> <li>• Business Environment of Haryana</li> <li>• Environmental Studies (Qualifying Paper)</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Accounting-I</li> <li>• Business Statistics-I</li> <li>• Business Laws-I</li> <li>• Company Law-I</li> <li>• Indian Financial System</li> <li><b>Optional Subjects</b></li> <li>• Rural Marketing</li> <li>• Foreign Trade of India</li> </ul>
<b>Semester 4</b>	<b>Semester 5</b>	<b>Semester 6</b>
<ul style="list-style-type: none"> <li>• Corporate Accounting-II</li> <li>• Business Statistics-II</li> <li>• Business Laws-II</li> <li>• Company Law-II</li> <li>• Computerized Accounting System</li> <li><b>Optional Subjects</b></li> <li>• Advertising</li> <li>• Entrepreneurship Development</li> </ul>	<ul style="list-style-type: none"> <li>• Cost Accounting</li> <li>• Financial Management</li> <li>• Goods and Services Tax</li> <li>• Income Tax-I</li> <li>• Auditing</li> <li><b>Optional Subjects</b></li> <li>• Supply Chain Management</li> <li>• Indian Economy</li> <li>• Fundamentals of Stock Market</li> </ul>	<ul style="list-style-type: none"> <li>• Management Accounting</li> <li>• Fundamentals of Insurance</li> <li>• Human Resource Management</li> <li>• Income Tax-II</li> <li>• Business Environment</li> <li><b>Optional Subjects</b></li> <li>• Retail Management</li> <li>• Corporate Governance</li> <li>• Industrial Laws</li> </ul>

## **B.Com (Advertising, Sales Promotion & Sales Management)**

### **Course outcomes:**

- Enables the students to develop skills required for job/vocation in advertising, personal selling and salesmanship
- Students will understand the concept of creativity in depth with the knowledge of growing importance of creativity in Advertisements in today's competitive world.
- Students also will be equipped with skills required to motivate and train the sales force and enhance their productivity.
- The course provides exposure to students in the latest trends in relevant branches of advertising giving them the needed competence and creativity to face global challenges.

The future prospects of the course are in marketing, advertising agencies, media planner, product designing, brand manager, sales jobs.

### **Curriculum:**

<b>B.Com (ASPSM)</b>		
<b>Semester 1</b>	<b>Semester 2</b>	<b>Semester 3</b>
<ul style="list-style-type: none"> <li>• Financial Accounting-I</li> <li>• Micro Economics</li> <li>• Principles of Business Management</li> <li>• Computer Applications in Business</li> <li>• Marketing Communication-I</li> <li>• Fundamentals of Advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Accounting-II</li> <li>• Macro Economics</li> <li>• Fundamentals of Marketing</li> <li>• E-Commerce</li> <li>• Marketing Communication-II</li> <li>• Creativity in Advertising</li> <li>• Environmental Studies (Qualifying Paper)</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Accounting-I</li> <li>• Business Statistics-I</li> <li>• Business Laws-I</li> <li>• Company Law-I</li> <li>• Advertising Media</li> <li>• Personal Selling and Salesmanship-I</li> <li>• On-the-job Training Report</li> </ul>
<b>Semester 4</b>	<b>Semester 5</b>	<b>Semester 6</b>
<ul style="list-style-type: none"> <li>• Corporate Accounting-II</li> <li>• Business Statistics-II</li> <li>• Business Laws-II</li> <li>• Company Law-II</li> <li>• Advertising Operations</li> <li>• Personal Selling and Salesmanship-II</li> </ul>	<ul style="list-style-type: none"> <li>• Cost Accounting</li> <li>• Financial Management</li> <li>• Goods and Services Tax</li> <li>• Income Tax-I</li> <li>• Management of Sales Force-I</li> <li>• Sales Promotion and Public Relations-I</li> <li>• On-the-Job Training Report</li> </ul>	<ul style="list-style-type: none"> <li>• Management Accounting</li> <li>• Fundamentals of Insurance</li> <li>• Human Resource Management</li> <li>• Income Tax-II</li> <li>• Management of Sales Force-II</li> <li>• Sales Promotion and Public Relations-II</li> </ul>

# **B.Com (Principles & Practices of Insurance)**

## **Course outcomes:**

- This course intends to provide a basic understanding of the insurance mechanism.
- Develop skills to facilitate insurance product cost and pricing, marketing, and distribution
- The course gives the knowledge regarding various types of insurance like life insurance, fire insurance, marine insurance, automobile insurance etc.
- The course demonstrates knowledge of insurance contracts and provisions.

The areas of employment after completing this course are Insurance industry, Public accounting firms, Business consultancies, Govt./Private banks, Actuary, Loss control consultant, Compliance officer

## **Curriculum:**

<b>B.Com (PPI)</b>		
<b>Semester 1</b>	<b>Semester 2</b>	<b>Semester 3</b>
<ul style="list-style-type: none"> <li>• Financial Accounting-I</li> <li>• Micro Economics</li> <li>• Principles of Business Management</li> <li>• Computer Applications in Business</li> <li>• Life Insurance-I</li> <li>• General Insurance-I</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Accounting-II</li> <li>• Macro Economics</li> <li>• Fundamentals of Marketing</li> <li>• E-Commerce</li> <li>• Life Insurance-II</li> <li>• General Insurance-II</li> <li>• Environmental Studies (Qualifying Paper)</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Accounting-I</li> <li>• Business Statistics-I</li> <li>• Business Laws-I</li> <li>• Company Law-I</li> <li>• Fire Insurance</li> <li>• Insurance Business Regulations</li> <li>• On-the-job Training Report</li> </ul>
<b>Semester 4</b>	<b>Semester 5</b>	<b>Semester 6</b>
<ul style="list-style-type: none"> <li>• Corporate Accounting-II</li> <li>• Business Statistics-II</li> <li>• Business Laws-II</li> <li>• Company Law-II</li> <li>• Marine Insurance</li> <li>• Insurance and Finance</li> </ul>	<ul style="list-style-type: none"> <li>• Cost Accounting</li> <li>• Financial Management</li> <li>• Goods and Services Tax</li> <li>• Income Tax-I</li> <li>• Property and Liability Insurance-I</li> <li>• Group Insurance and Retirement Benefit Schemes</li> <li>• On-the-Job Training Report</li> </ul>	<ul style="list-style-type: none"> <li>• Management Accounting</li> <li>• Human Resource Management</li> <li>• Income Tax-II</li> <li>• Property and Liability Insurance-II</li> <li>• Agriculture and Rural Insurance</li> <li>• Corporate Governance</li> </ul>

## **B.Com (Computer Application)**

### **Course outcomes:**

- To make students familiar with computer environment
- The students would be taught the basics of Commerce like accountancy, macroeconomics along with the basics of computer language, computer applications in business, etc.
- The course is designed in a manner to equip students with the knowledge in commerce as well as in the field of computer programming and computer system.

The future prospects for the students after completing this course are as Computer programmer, web developers, business consultant, E-commerce specialists, Software development companies, Computer network companies.

### **Curriculum:**

<b>B.Com (CAV)</b>		
<b>Semester 1</b>	<b>Semester 2</b>	<b>Semester 3</b>
<ul style="list-style-type: none"> <li>• Financial Accounting-I</li> <li>• Micro Economics</li> <li>• Principles of Business Management</li> <li>• Business Communication</li> <li>• Computer Fundamentals &amp; Logical Organizations</li> <li>• Business Data Processing &amp; PC Software- 1</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Accounting-II</li> <li>• Macro Economics</li> <li>• Fundamentals of Marketing</li> <li>• E-Commerce</li> <li>• Programming in C</li> <li>• Business Data Processing and PC Software-II</li> <li>• Environmental Studies (Qualifying Paper)</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Accounting-I</li> <li>• Business Statistics-I</li> <li>• Business Laws-I</li> <li>• Company Law-I</li> <li>• Data Structure</li> <li>• Fundamentals of Database Management System</li> <li>• On-the-job Training Report</li> </ul>
<b>Semester 4</b>	<b>Semester 5</b>	<b>Semester 6</b>
<ul style="list-style-type: none"> <li>• Corporate Accounting-II</li> <li>• Business Statistics-II</li> <li>• Business Laws-II</li> <li>• Company Law-II</li> <li>• Programming in Java</li> <li>• Advanced Computer Applications</li> </ul>	<ul style="list-style-type: none"> <li>• Cost Accounting</li> <li>• Financial Management</li> <li>• Goods and Services Tax</li> <li>• Income Tax-I</li> <li>• Web Technology</li> <li>• Systems Analysis &amp; Design</li> <li>• On-the-Job Training Report</li> </ul>	<ul style="list-style-type: none"> <li>• Management Accounting</li> <li>• Fundamentals of Insurance</li> <li>• Human Resource Management</li> <li>• Income Tax-II</li> <li>• Social Networking and Data Analytics</li> <li>• Enterprise Resource Planning</li> </ul>

# **B.Com (Office Management & Secretarial Practices)**

## **Course outcomes:**

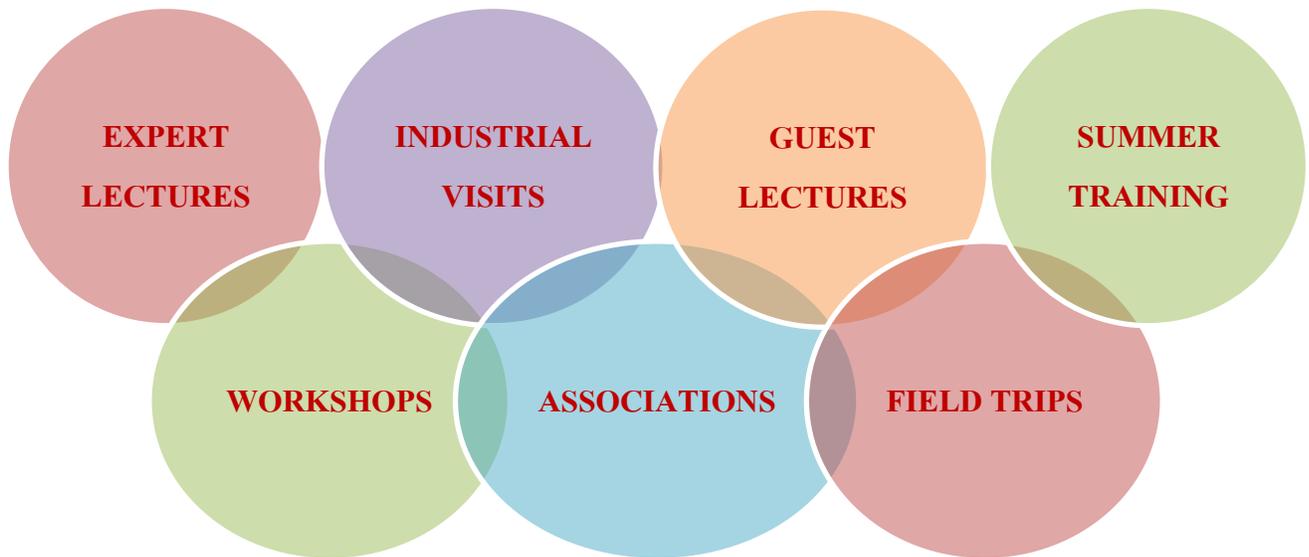
- To equip with the knowledge of basic operations of managing an office environment like computer operation, communication with various departments, and ensuring effective policy functioning.
- To train students for managing office work effectively.
- After the completion of the course, student will be able to understand the legal aspects of all office records.
- To equip students with characteristics and functions of the modern office.

## **Curriculum:**

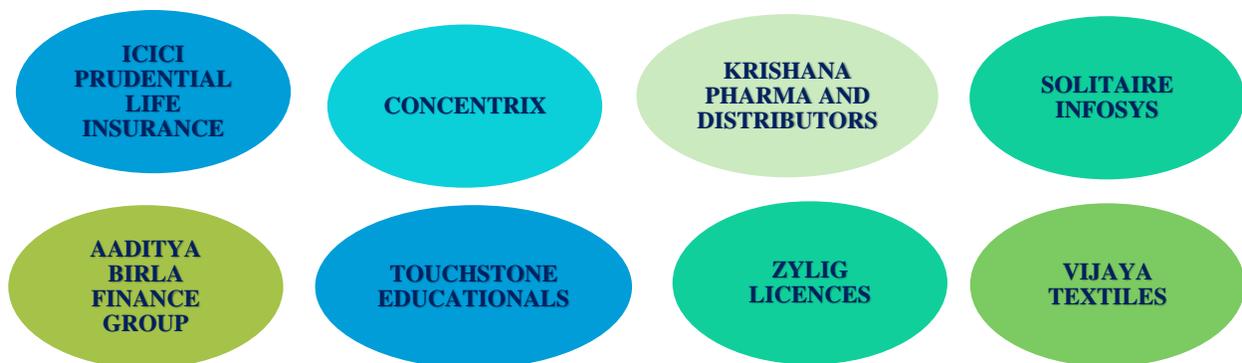
### **B.Com (OMSP)**

Semester 1	Semester 2	Semester 3
<ul style="list-style-type: none"> <li>• Financial Accounting-I</li> <li>• Micro Economics</li> <li>• Principles of Business Management</li> <li>• Business Communication</li> <li>• Computer Fundamentals and Business Data Processing</li> <li>• Introduction to Computer Applications</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Accounting-II</li> <li>• Macro Economics</li> <li>• Fundamentals of Marketing</li> <li>• E-Commerce</li> <li>• Shorthand (English) Theory</li> <li>• Shorthand (English) Practical</li> <li>• Environmental Studies (Qualifying Paper)</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Accounting-I</li> <li>• Business Statistics-I</li> <li>• Business Laws-I</li> <li>• Company Law-I</li> <li>• Office Practice &amp; Communication</li> <li>• Typewriting Theory (English)</li> <li>• On-the-job Training Report</li> </ul>
Semester 4	Semester 5	Semester 6
<ul style="list-style-type: none"> <li>• Corporate Accounting-II</li> <li>• Business Statistics-II</li> <li>• Business Laws-II</li> <li>• Company Law-II</li> <li>• Office Practice &amp; Communication</li> <li>• Short Hand</li> </ul>	<ul style="list-style-type: none"> <li>• Cost Accounting</li> <li>• Financial Management</li> <li>• Goods and Services Tax</li> <li>• Income Tax-I</li> <li>• Office Practice</li> <li>• Typewriting (English)</li> <li>• On-the-Job Training Report</li> </ul>	<ul style="list-style-type: none"> <li>• Management Accounting</li> <li>• Fundamentals of Insurance</li> <li>• Human Resource Management</li> <li>• Income Tax-II</li> <li>• Computer Applications</li> <li>• Shorthand(English) Practical</li> </ul>

# WHAT ELSE CAN A STUDENT EXPERIENCE @ S.D.College



## COMPANIES WHERE OUR STAR PERFORMERS HAVE BEEN PLACED



## **ADD ON COURSES**

Add-on Courses is a unique scheme of the UGC to add on skills and increase employability and entrepreneurship for student pursuing conventional courses. The Certificate/Diploma/ Advance Diploma course is open for regular student of the college at any level. The college provides opportunities to students to explore their potential by enrolling in multiple courses for self-development. certificate courses on various subjects are offered for improving the knowledge base of students.



## **ONLINE COURSES AND WORKSHOPS**

**MARKETING: CONCEPTS AND ANALYSIS IN PRESENT SCENARIO**

**BASIC ASPECTS OF INSURANCE**

**ASPECTS OF BUSINESS MANAGEMENT**

**SOFT SKILLS AND ICT TOOLS**

**DIRECT TAX LAW AND PRACTICE**

**ONLINE MARKETING AND E-COMMERCE**

**HUMAN RESOURCE MANAGEMENT**

# ONLINE TEACHING AND LEARNING PLATFORMS @ S.D. COLLEGE

Sanatan Dharma College  
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We assist in setting-up your own MOODLE LMS

Consultation for NAAC Accreditation

MOOC Massive Open Online Course

Support to all stakeholders

**MOODLE LEARNING MANAGEMENT SYSTEM**

SANATAN DHARMA COLLEGE (LAHORE) AMBALA CANTT  
NAAC Re-accredited Grade 'A+' with COPA 3.51  
College with Potential for Excellence - UGC, New Delhi

College Information Management System

Student Faculty Admin Office

**CIMS**

# OPPORTUNITIES FOR INNOVATION ENTREPRENEURSHIP @ S.D. COLLEGE



# CAMPUS AT A GLANCE



**LUSH GREEN LAWNS**

# ONLINE LIBRARY RESOURCES

N-List

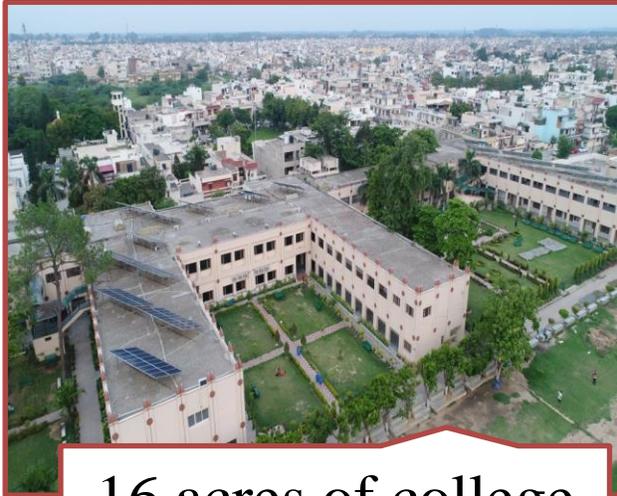
Pearson E-  
Library

McGraw  
Hill Library

Sage  
Publications

DELNET





16 acres of college campus



Solar panel of 110 KW

## **SCHOLARSHIPS**

Government scholarships

Private Scholarships

**For registration log on to**  
**<https://dheadmissions.nic.in/>**

## CONNECT WITH US



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<https://scholarship.sdcollegeambala.ac.in/>

