

# **Nagindas Khandwala College**

## **AUTONOMOUS**



**Courses of Bachelor of Commerce (B. Com.) Programme**

**Syllabus and Question Paper Pattern**

For

**First Year (F.Y.B.COM)**

**Subject: Commerce**

**Commerce-I: Introduction to Business Semester-I**

**Commerce-II: Service Sector Semester - II**

Under Academic Autonomy & Credit, Grading and Semester System

With effect from Academic Year 2017-2018

# Syllabus of Course of B. Com. Program at F.Y.B.Com

## Core Course

### COMMERCE- I

#### Introduction to Business Semester- I

##### Course Objectives:

To make students acquainted with-

- The concept, scope and significance of business
- Business environment and its inter-relationship with the business
- Entrepreneurship and the growth of Entrepreneurship in India
- Understanding the project planning and business unit promotion

##### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Business	12
Module 2	Business Environment	11
Module 3	Entrepreneurship	10
Module 4	Project Planning	12
	Total	45

##### Detailed Syllabus

<b>Business</b>	<b>(12 Lectures)</b>
<b>Introduction:</b> Concept, Functions, Scope and Significance of Business - Traditional and Modern Concepts of Business.	
<b>Objectives of Business:</b> Meaning & Importance of Objectives - Steps in setting business objectives - Classification of business objectives - Reconciliation of Economic and Social Objectives.	
<b>New Trends in Business:</b> Impact of Liberalization - Privatization and Globalization - Introduction to new business models	

<b>Business Environment</b>	<b>(11 Lectures)</b>
<p><b>Introduction:</b> Concept and Importance of business environment - Inter-relationship between Business and Environment</p> <p><b>Constituents of Business Environment:</b> Internal and External Environment - PEST and its impact.</p> <p><b>International Trading Environment:</b> WTO - meaning, objectives and functions - Trading Blocs – EU, NAFTA, ASEAN, SAARC.</p>	
<b>Entrepreneurship</b>	<b>(10 Lectures)</b>
<p><b>Introduction:</b> Concept and Importance of Entrepreneurship - Factors Contributing to Growth of Entrepreneurship - Entrepreneur and Manager - Entrepreneur and Intrapreneur</p> <p><b>The Entrepreneurs:</b> Types of Entrepreneurs - Competencies of an Entrepreneur - Entrepreneurship Training and Development Centers in India - Incentives to Entrepreneurs in India.</p> <p><b>Women Entrepreneurs:</b> Problems and Promotion.</p>	
<b>Project Planning</b>	<b>(12 Lectures)</b>
<p><b>Introduction:</b> Concept and Importance of Project Planning - Project Report - Feasibility Study- Meaning, Importance and Types.</p> <p><b>Business Unit Promotion:</b> Concept and Stages of Business Unit Promotion - Location: Meaning and Factors determining location - Role of Government in Promotion.</p> <p><b>Statutory Requirements in Promoting Business Unit:</b> Licensing and Registration Procedure and Compliances –(8-10 Acts)</p>	

## COMMERCE- II

### Service Sector Semester- II

#### Course Objectives:

To make students acquainted with-

- The basic concept of services and its marketing
- Retail scenario in India
- Trends in emerging services sector
- Understanding of the concept and present status of E-Commerce

### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Concept of Services	12
Module 2	Retailing	12
Module 3	Recent Trends in Service Sector	10
Module 4	E-Commerce	11
Total		45

### Detailed Syllabus

Modules / Units
<b>Concept of Services</b>
<p><b>Introduction:</b> Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian context</p> <p><b>Basic Concepts of Service Marketing:</b> Service blue-printing – SERVQUAL - Service Triangle</p> <p><b>Marketing Mix Services:</b> Services Mix: Product, Place, Price, Promotion, Process of services delivery, Physical evidence and people</p>
<b>Retailing</b>
<p><b>Introduction:</b> Concept of organized and unorganized retailing - Trends in Retailing - Growth of organized retailing in India - Survival strategies for unorganized Retailers</p> <p><b>Retail Format:</b> Store format &amp; Non – Store format - Store Planning, design and layout</p> <p><b>Retail Scenario:</b> Retail Scenario in India and Global context – Prospects and Challenges in India - Mall Management - FDI in Retailing - Careers in Retailing</p>
<b>Recent Trends in Service Sector</b>
<p><b>Key Services Sector:</b> Health services –Concept, types of organisation and users, Entertainment services - Concept, types of organisation and users.</p> <p><b>Banking and Insurance Sector:</b> Internet Banking - Principles of Insurance - FDI and its impact on Banking and Insurance Sector in India.</p> <p><b>Logistics:</b> Networking – Importance – Challenges</p>
<b>E-Commerce</b>
<p><b>Introduction:</b> Features, Scope of E-Commerce - Importance and Limitations of E-Commerce - Types of E-Commerce - Basic ideas of B2C, B2B, C2C.</p> <p><b>Present Status of E-Commerce in India:</b> Transition to E-Commerce in India - E-Transition Challenges for Indian Corporates - On-line Marketing Research.</p> <p><b>Current Examples of successful e-commerce Ventures:</b> Any three or four Indian or foreign e-commerce business.</p>

## Books:

- Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House
- Introduction to Commerce, Vikram, Amit, Atlantic Pub
- A Course Book On Business Environment, Cherunilam, Francis, Himalaya Pub
- Business Environment, Cherunilam, Francis, Himalaya Pub
- Essentials Of Business Environment, Aswathappa, K., Himalaya Pub
- Essentials Of Business Environment, Aswathappa, Himalaya Pub
- Strategic Management, Kapoor, Veekkas, Taxmann
- Strategic Management, David, Fred R., Phi Learning
- Strategic Management, Bhutani, Kapil, Mark Pub.
- Strategic Management, Bhutani, Kapil, Mark Pub.
- Entrepreneurship, Hisrich, Robert D, Mc Graw Hill
- Entrepreneurship Development, Sharma, K.C., Reegal Book Depot
- Service Marketing, Temani, V.K., Prism Pub
- Service Marketing, Temani, V.K., Prism Pub
- Management Of Service Sector, Bhatia, B S, V P Pub
- Introduction To E – Commerce, Dhawan, Nidhi, International Book House
- Introduction To Retailing, Lusch, Robert F. Dunne, Patrick M., Carver, James R., Cengage Learning
- Retailing Management, Levy Michael., Weitz Barton A, Tata Mcgraw Hill
- Service Marketing, Jha SM, Himalaya Publications

## **Evaluation Pattern**

The performance of the learners shall be evaluated into two components viz. by Continuous Internal Evaluation (CIE) or Internal Assessment with 25% marks in the first component and by conducting the Semester-End Examinations (SEE) with 75% marks as the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:

### **A) Continuous Internal Evaluation (CIE) -25 Marks**

It will include:

1. Class Test / Case Study/ Project Assignment/ Book Review/ Viva Voce or any such thing decided by the respective department, to be conducted in the given semester -20 Marks

2. Active participation in routine class instructional deliveries, overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities

in organizing related academic activities, and completed note book with all class work and home work for the term -05 Marks

**B) Semester End Examinations (SEE) -75 Marks**

Question Paper Pattern: Maximum Marks: 75 Questions to be set: 5

All questions are compulsory.

Q. 1 a) b) c)	Answer any two out of three questions	15 Marks
Q. 2 a) b) c)	Answer any two out of three questions	15 Marks
Q. 3 a) b) c)	Answer any two out of three questions	15 Marks
Q. 4 a) b) c)	Answer any two out of three questions	15 Marks
Q. 5 a) b)	Objective type of questions ( Multiple Choice/ True or False/Match the columns/fill in the blanks) Explanation of Concepts/Terms	05 Marks 10 Marks