

**Nagindas Khandwala College**

**AUTONOMOUS**

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

**SYLLABUS AND PAPER PATTERN  
For  
F.Y.B.COM  
COMMERCE - I & COMMERCE - II  
SEMESTER - I & II**

**To be implemented from Academic Year- 2017-2018**

***Faculty of Commerce***

# B.Com Programme

F.Y.B.Com

(To be implemented from Academic Year- 2017-2018)

Discipline Related Elective (DRE) Courses		Discipline Related Elective (DRE) Courses	
SEM – I		SEM - II	
Course Name	Credits	Course Name	Credits
Commerce - I	03	Commerce - II	03

## Semester - I Commerce – I

### Modules at a Glance

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

#### 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

Sr. No.	Modules / Units
1	<b>Business</b>
	<p><b>Introduction:</b> Concept, Functions, Scope and Significance of Business - Traditional and Modern Concepts of Business.</p> <p><b>Objectives of Business:</b> Meaning &amp; Importance of Objectives - Steps in setting business objectives - Classification of business objectives - Reconciliation of Economic and Social Objectives.</p> <p><b>New Trends in Business:</b> Impact of Liberalization - Privatization and Globalization - Introduction to new business models</p>
2	<b>Business Environment</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>
3	<b>Entrepreneurship</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>
4	<b>Project Planning</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>

## Semester - II Commerce II

### *Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Concept of Services	12
2	Retailing	12
3	Recent Trends in Service Sector	10
4	E-Commerce	11
<b>Total</b>		<b>45</b>

#### **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

Sr. No.	Modules / Units
1	<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>
2	<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>
3	<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>
4	<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>

## Question Paper Pattern

### MID-SEMESTER EXAM (Class-Test)

Maximum Marks: 20

Questions to be set: 02

Duration: 30 minutes

**All Questions are Compulsory**

Question No	Particular	Marks
Q-1	Answer any TWO / THREE questions (05 Marks each – Conceptual testing)	10 Marks
Q-2	A) Match the Columns/ Fill in the Blanks	05 Marks
	B) Write whether statement is True or False	05 Marks

## Question Paper Pattern

### SEMESTER-END EXAM

Maximum Marks: 75

Questions to be set: 05

Duration: 2½ Hrs.

**All Questions are Compulsory Carrying 15 Marks each**

Question No	Particular	Marks
Q-1	Answer any TWO / THREE questions From MODULE – I	15 Marks
Q-2	Answer any TWO / THREE questions From MODULE – II	15 Marks
Q-3	Answer any TWO / THREE questions From MODULE – III	15 Marks
Q-4	Answer any TWO / THREE questions From MODULE – IV	15 Marks
Q-5	a) Write whether a statement is True or False b) Fill in the blanks c) Match the columns	05 Marks 05 Marks 05 Marks

## Reference Books for SEM – I and SEM – II

### Commerce

- *Business Organisation Management* Maheshwari, Rajendra P, Mahajan, J.P., International Book House
- *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