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Agenda No. 1.02 in AC

Date: 07/07/2021



University of Mumbai



Vidya Prasarak Mandal's
K.G. Joshi College of Arts and N.G. Bedekar College of
Commerce, Thane
(Autonomous)
(Affiliated to University of Mumbai)



Programme: B. Com.

Specific Programme: Commerce (JBCUCCOM)

Syllabus for F.Y.BCom

Year of Establishment: 1969

Year of Upgrading: 2021-2022

Specific Programme: Commerce (JBCUCCOM)

PREAMBLE

The Latin word 'Commercium' in itself describes trading and merchandising together with required skills and attitudes for the handling of Trade, Commerce and Industry. William E. Gladstone highlighted the importance of Commerce by saying, "Commerce is the equalizer of the wealth of nations". The study of Commerce is of paramount importance, as it imparts knowledge about Business, Service Sector, Management, Production, Finance, Marketing, Human Resource, Secretarial Practices, Foreign Trade, Organisational Development and related aspects. In this programme, learners are taught the core subjects of Commerce and Management. In three-year duration, the learners are also given options to opt for few elective subjects. The objective of the programme is to equip the learners with the knowledge of current scenario of global markets and recent trends in Commerce and Management. Dedicated to develop tomorrow's leaders, managers, and professionals, the Department of Commerce offers the learners various courses such as Introduction to Business, Service Sector, Management: Issues and Challenges, Production Management, Company Secretarial Practice, Marketing Management, Human Resource Management, Export Marketing and Financial Management. The curriculum aims at enhancing employability options of the learners and instils learnability for upskilling and reskilling even in later part of life.

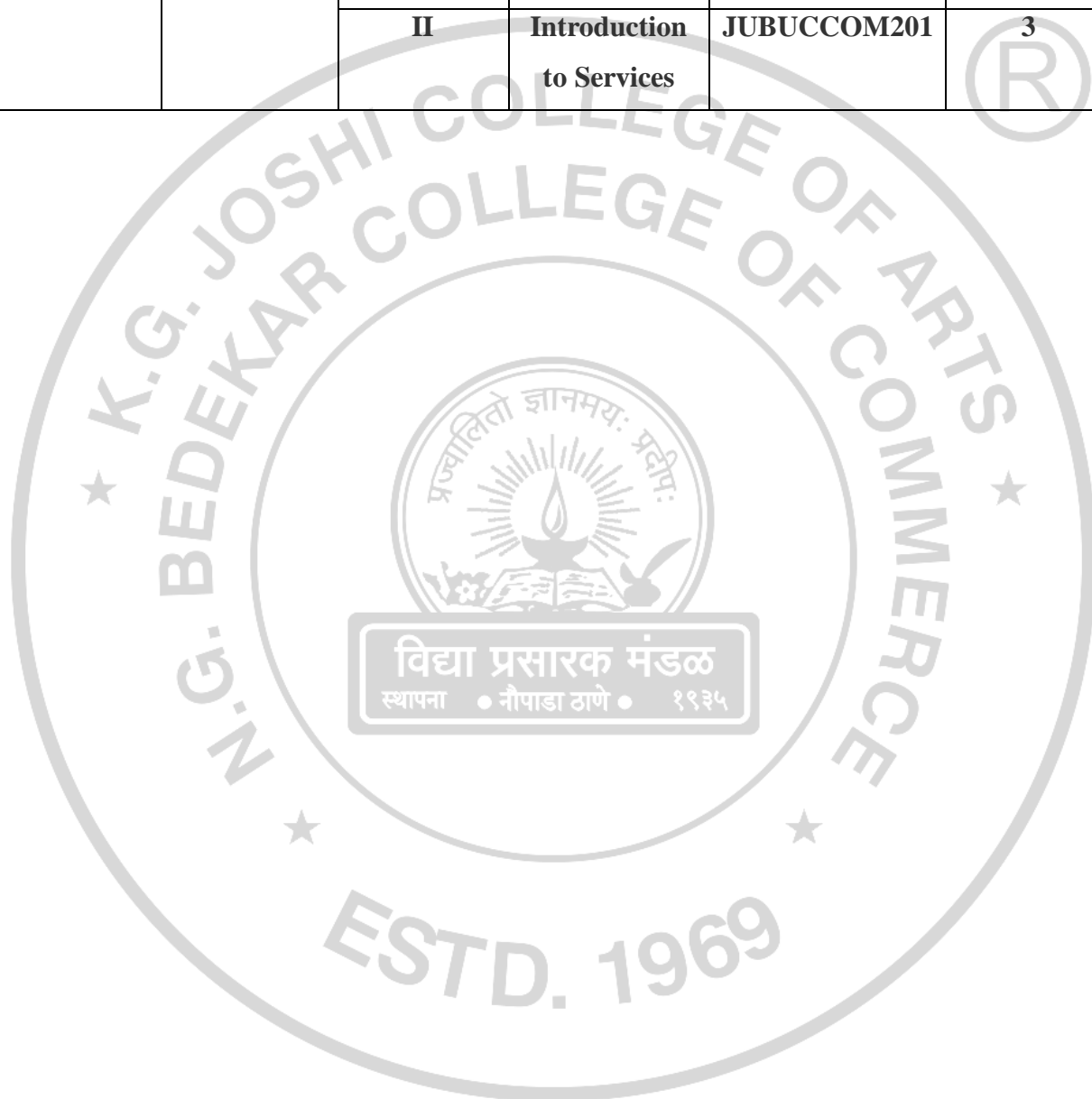
Eligibility: A student must have successfully cleared the HSC (12th) Commerce Examination.

Duration: Three years (entire B.Com. course)

Mode of Delivery: Offline (Online in case of emergency)

DISTRIBUTION OF TOPICS AND CREDITS

Course	Course Name	Semester	Course Nomenclature	Course Code	Credits
1	Commerce	I	Introduction to Business	JBCUCCOM101	3
		II	Introduction to Services	JUBUCCOM201	3



Credit Based Semester and Grading System

with effect from the academic year 2021-2022

Programme Outcomes

PO	PO Description
PO1	To impart knowledge about commercial and managerial aspects of business along with social and ethical issues
PO2	To give a working knowledge in respect of cost accounting, management accounting, financial accounting, auditing and taxation
PO3	To make the learners aware about various aspects of micro and macro economics
PO4	To acquaint the learners about business law, computer systems, its applications and network infrastructure
PO5	To provide the basic knowledge about Indian Financial System and recent development in finance

Programme Specific Outcomes

PSO	PSO Description
PSO1	To impart knowledge about commercial and managerial aspects of business along with social and ethical issues
PSO2	To acquaint the learners about basic concepts of business communication, mathematical and statistical tools, environmental and other social issues related to commerce and management
PSO3	To make the learners aware about basic concepts of marketing management, production management human resource management, export marketing and financial management along with the recent trends and developments in it
PSO4	To give a working knowledge in respect of cost accounting, management accounting, financial accounting, auditing and taxation
PSO5	To make the learners aware about various aspects of micro and macroeconomics and also about Indian financial system and recent development in it
PSO6	To acquaint the learners about business law, company secretarial practices and computer systems, its applications and network infrastructure

COURSE OUTCOMES

Semester I

Course Nomenclature: Commerce-I - Introduction to Business

Course Code: JBCUCCOM101

1. To familiarize the learners with the basic concept of business,
2. To make the learners understand business environment and its constituents,
3. To help the learners understand various aspects of project planning,
4. To enable the learners to gain insights about entrepreneurship.

Semester II

Course Nomenclature: Commerce-II - Introduction to Services

Course Code: JBCUCCOM201

1. To familiarize the learners with the basic concept of services,
2. To impart knowledge about retailing,
3. To make learners aware of the current trends in service sector,
4. To develop the understanding of e-Commerce.

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Semester I

Title: Commerce-I

Sub-title: Introduction to Business

Module 1: Business

(12)

Introduction: Concept, Functions, Scope and Significance of business. Traditional and Modern Concepts of business.

Objectives of Business: Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives, CSR – Concept and Importance.

New Trends in Business: Strategy alternatives in the changing scenario, Restructuring and turnaround strategies, Case study analysis of restructured organisations.

Module 2: Business Environment

(11)

Introduction: Concept and Importance of business environment, Inter- relationship between Business and Environment.

Constituents of Business Environment: Internal and External Environment, Educational Environment and its impact.

International Environment: Current Trends in the World, International Trading Environment – WTO and Trading Blocs and their impact on Indian Business.

Module 3: Project Planning

(12)

Introduction: Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importance.

Business Unit Promotion: Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion.

Statutory Requirements in Promoting Business Unit: Licensing and Registration procedure, Filling returns and other documents, Other important legal provisions

Module 4: Entrepreneurship

(10)

Introduction: Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur

The Entrepreneurs: Types of Entrepreneurs, Competencies of an Entrepreneur, Incentives to Entrepreneurs in India, Introduction to Make in India, Start-Up India and Skill India.

Women Entrepreneurs: Problems and Promotion.

REFERENCES

- 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
- 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

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Semester II

Title: Commerce-II

Sub-title: Introduction to Services

Module 1: Concept of Services (12)

Introduction: Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian context.

Marketing Mix for Services: Consumer expectations, Services Mix, - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people.

Service Strategies: SERVQUAL Model, Service development cycle, Managing demand and capacity, opportunities and challenges in service sector.

Module 2: Retailing (12)

Introduction: Concept of organized and unorganized retailing, Trends in retailing, growth of organized retailing in India, Survival strategies for unorganized Retailers.

Retail Format: Store format, Non – Store format, Store Planning, design and layout.

Retail Scenario : Retail Scenario in India and Global context – Prospects and Challenges in India. Mall Management – Retail Franchising. FDI in Retailing, Careers in Retailing.

Module 3: Recent Trends in Service Sector (10)

ITES Sector: Concept and scope of BPO, KPO, LPO and ERP.

Banking and Insurance Sector: ATM, Debit & Credit Cards, Internet Banking, Recent Trends in Banking and Insurance Sector.

Logistics: Networking – Importance – Challenges.

Module 4: E-Commerce (11)

Introduction: Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce.

Types of E-Commerce: Basic ideas and Major activities of B2C, B2B, C2C.

Present status of E-Commerce in India: Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates; on-line Marketing Research.

REFERENCES

- Business Organisation Management Maheshwari, Rajendra P, Mahajan, J.P.
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Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

NB. 1. All questions are compulsory.

2. Each question carries equal marks.

3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 1)

b. (Theory Question - Module 1)

c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 2)

b. (Theory Question - Module 2)

c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 3)

b. (Theory Question - Module 3)

c. (Theory Question - Module 3)

4. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 4)

b. (Theory Question - Module 4)

c. (Theory Question - Module 4)

