

Deccan Education Society's

# Kirti M. Doongursee College of Arts, Science and Commerce (AUTONOMOUS)



Affiliated to

## UNIVERSITY OF MUMBAI

Syllabus for  
Program: Bachelor of Commerce  
Course: F.Y.B.Com.  
Subject: Commerce

Choice Based Credit System (CBCS)  
with effect from  
Academic Year 2022-2023

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lectures/ Week</b>						
KUCCOM22101	Paper 1 F.Y.B.Com / Semester – I, Commerce – I, Introduction to Business	<b>2</b>	<b>3</b>						
<p><b>About the Course:</b>  This course is covering within Four Units i.e Business, Business Environment, Project Planning &amp; Entrepreneurship etc, total 45 teaching lectures, 10 or 12 each unit. Business is an economic activity, Social activity also closely connected with our personal and social life. Course has wider Socio Economic significance in our cultural life. Course will help to learners to identify their career opportunities in the field of manufacturing of service sector at large banking &amp; insurance, E-Commerce etc.</p>									
<p><b>Course Objectives:</b></p> <ul style="list-style-type: none"> <li>• To improve the quality of Education through vocationalisation, skills, knowledge in formation &amp; current affairs etc.</li> <li>• Also strengthen the competing capability among the learner for the global employment market.</li> <li>• To make them to deep concern and sensible towards the society, community and nation &amp; their problems &amp; solutions.</li> </ul>									
<p><b>Learning Outcomes:</b>  After successful completion of this course, students would be able to</p> <ul style="list-style-type: none"> <li>• To enhance the capacity &amp; efficiency by knowing through new challenges in the field of business, industry, commerce, trade, management, finance, accounting, computer information technology, banking insurance, communication, transportation, marketing &amp; distribution happening etc.</li> <li>• To bring the fundamental change in the existing Higher Education System through planning and management approach &amp; study methods for good scoring of credits &amp; their grades in the examination.</li> <li>• To identify with the view of getting higher employment opportunities in the emerging field like – manufacturing, producing, servicing &amp; there is rise of services employment especially in the near future.</li> </ul>									
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	changing scenario Restructuring and Turnaround Strategies.	
<b>II</b>	<p>Business Environment:</p> <p>Introduction: Concept and Importance of business environment, Inter-relationship between Business and Environment.</p> <p>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.</p>	<b>11</b>
<b>III</b>	<p>Project Planning:</p> <p>Introduction: Business planning process; Concept and importance of Project Planning; Project Report; Feasibility Study types and its importance.</p> <p>Business Unit Promotion: Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion.</p> <p>Statutory Requirements in Promoting Business Unit: Licensing and Registration procedure, Filing returns and other documents, Other important legal provisions.</p>	<b>12</b>
<b>IV</b>	<p>Entrepreneurship:</p> <p>Introduction: Concept and importance of entrepreneurship, factors contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur.</p> <p>The Entrepreneurs: Types of Entrepreneur, Competence of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India.</p> <p>Women Entrepreneurs: Problems and Promotion.</p>	<b>10</b>
<p><b>Textbooks:</b></p> <ol style="list-style-type: none"> <li>1. Michael Vaz &amp; Aurora Vaz Manan Prakashan</li> <li>2. N.G.Kale &amp; M. Ahmed Vipul Prakashan</li> <li>3. Dr. Parag Ajagaonkar &amp; Dr. Anjali Patkar - Sheth Publisher</li> </ol> <p><b>Additional References:</b></p> <ul style="list-style-type: none"> <li>• <b>Business Organisation Management Maheshwari, Rajendra P, Mahajan, J.P., International Book House</b></li> <li>• <b>Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House</b></li> <li>• <b>Introduction To Commerce, Vikram, Amit, Atlantic Pub</b></li> <li>• <b>A Course Book On Business Environment, Cherunilam, Francis, Himalaya Pub</b></li> <li>• <b>Business Environment, Cherunilam, Francis, Himalaya Pub</b></li> <li>• <b>Essentials Of Business Environment, Aswathappa, K., Himalaya Pub</b></li> <li>• <b>Essentials Of Business Environment, Aswathappa, Himalaya Pub</b></li> <li>• <b>Strategic Management, Kapoor, Veekas, Taxmann</b></li> <li>• <b>Strategic Management, David, Fred R., Phi Learning</b></li> <li>• <b>Strategic Management, Bhutani, Kapil, Mark Pub.</b></li> <li>• <b>Strategic Management, Bhutani, Kapil, Mark Pub.</b></li> <li>• <b>Entrepreneurship, Hisrich, Robert D, Mc Graw Hill</b></li> </ul>		

- **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**

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lectures/ Week</b>						
KUCCOM22201	Paper 2 F.Y.B.Com / Semester – II, Commerce – II, Services Sector	<b>2</b>	<b>3</b>						
<p><b>About the Course:</b> This course is covering within Four Units i.e Concept of Services, Retailing, Recent Trends in Service Sector &amp; E-Commerce etc. total lectures 45 and 10 or 12 each units. at present Services Sector is a a fastest growing sector in India. Services Sector represents our GDP, Employment Generation, Export &amp; Social Welfare also represents different services used by individuals &amp; business enterprises for their convenience &amp; benefits. All type of services such as Banking Insurance, Tourism, Retail Trade, Transport &amp; Communications, Catering &amp; Courier Services, E-Commerce etc.</p>									
<p><b>Course Objectives:</b></p> <ul style="list-style-type: none"> <li>• To improve the quality of Education through vocationalisation, skills, knowledge in formation &amp; current affairs etc.</li> <li>• Also strengthen the competing capability among the learner for the global employment market.</li> <li>• To make them to deep concern and sensible towards the society, community and nation &amp; their problems &amp; solutions.</li> </ul>									
<p><b>Learning Outcomes:</b> After successful completion of this course, students would be able to</p> <ul style="list-style-type: none"> <li>• To enhance the capacity &amp; efficiency by knowing through new challenges in the field of business, industry, commerce, trade, management, finance, accounting, computer information technology, banking insurance, communication, transportation, marketing &amp; distribution happening etc.</li> <li>• To bring the fundamental change in the existing Higher Education System through planning and management approach &amp; study methods for good scoring of credits &amp; their grades in the examination.</li> <li>• To identify with the view of getting higher employment opportunities in the emerging field like – manufacturing, producing, servicing &amp; there is rise of services employment especially in the near future.</li> </ul>									
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	cycle, Managing demand and capacity, opportunity and challenges in service sector.	
<b>II</b>	<p>Retailing: Introduction: Concept or organized and unorganized retailing, Trends in retailing, growth of organized retailing in India, Survival strategies for unorganized retailers.</p> <p>Retail Format: Store Format, Non – Store Format, Store Planning, Design and Layout</p> <p>Retail Scenario: Retail Scenario in India and Global Context – Prospects and Challenges in India. Mall Management – Retail Franchising. FDI in Retailing, Careers in Retailing</p>	<b>12</b>
<b>III</b>	<p>Recent Trends in Service Sector:</p> <p>ITeS Sector : Concept and Scope of BPO, KPO, LPO and ERP</p> <p>Banking and Insurance Sector : ATM, Debit, Credit Cards, Internet Banking – Opening of Insurance Sector for private players, FDI and its impact on Banking and Insurance Sector in India.</p> <p>Logistics : Networking – Importance – Challenges</p>	<b>10</b>
<b>IV</b>	<p>E-Commerce: Introduction: Meaning, Features, Functions and Scope of ECommerce – Importance and Limitations of E-Commerce.</p> <p>Types of E-Commerce : Basic ideas and Major activities of B2C, B2B, C2C.</p> <p>Present status of E-Commerce in India: Transition to ECommerce in India, E-Transition Challenges for Indian Corporate; Online Marketing Research.</p>	<b>11</b>

**Textbooks:**

1. Michael Vaz & Aurora Vaz - Manan Prakashan
2. N.G.Kale & M. Ahmed - Vipul Prakashan
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## **Evaluation Scheme for First Year (UG) under AUTONOMY**

### **I. Internal Evaluation for Theory Courses – 40 Marks**

- (i) Continuous Internal Assessment 1 (Assignment – 20 Marks)
- (ii) Continuous Internal Assessment 2 – 20 Marks (Class Test with Fill in the Blanks, True or False & Answer the following)

### **II. External Examination for Theory Courses – 60 Marks**

Duration: 2 Hours

Theory question paper pattern:

All questions are compulsory.

Question	Based on	Options	Marks
Q.1	Unit I	Any 1 out of 3	10
Q.2	Unit II	Any 1 out of 3	10
Q.3	Unit III	Any 1 out of 3	10
Q.4	Unit IV	Any 1 out of 3	10
Q.5	Unit I, II, III, IV	Any 4 out of 6	20

All questions shall be compulsory with internal choice within the questions.

Each questions may be sub-divided into sub questions as a, b, c, d, etc. & the allocation of Marks depends on the weightage of the topic.