

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: Introduction to Business – I

Choice Based Credit System (CBCS)  
with effect from  
Academic Year 2023-2024

## **PROGRAM OUTCOMES**

<b>PO</b>	<b>Description</b>
	A student completing Bachelor's Degree in <b>Commerce</b> Program will be able to
PO1	<b>Disciplinary Knowledge:</b> Capability of executive comprehensive knowledge and understanding of one or more discipline that form of commerce.
PO2	<b>Communication skills:</b> Ability to communicate long standing unsolved problems in commerce ability to show the importance of commerce as precursor to various market development since the beginning of the civilization
PO3	<b>Critical thinking:</b> Ability to engage in reflective and independent thinking by understanding the concept in every area of commerce and business ability to examine the results and apply the to various problems appearing in different branches of commerce and business
PO4	<b>Problem solving:</b> Capability to deduce a business problem and apply the classroom learning into practice to offer a solution for the same capabilities to analyze and synthesize data and interface for valid conclusion.
PO5	<b>Research related skills:</b> Ability to search for locate extract organize evaluate and use or present information that is relevant to a particular topic.
PO6	<b>Self-directed learning:</b> Capabilities to work independently in diverse projects and ensure detailed study of various facets of commerce and business
PO7	<b>Moral and ethical awareness/reasoning:</b> Ability to ascertain unethical behavior falsification and manipulation of information. Ability to manage self and various social systems.
PO8	<b>Lifelong learning:</b> Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of commerce

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**Proposed Curriculum as per NEP 2020 Year of implementation 2023-24**

**Name of the Department: Commerce**

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Vertical</b>	<b>Credit</b>
<b>I</b>	<b>K23UCCOMSC151</b>	<b>Digital Marketing Paper I</b>	SEC	2
	<b>K23UCCOMMR121</b>	<b>Introduction to Business</b>	Minor	2
<b>II</b>	<b>K23UCCOMMR221</b>	<b>Services sector - I</b>	Minor	2
	<b>K23UCCOMSC251</b>	<b>Digital Marketing Paper II</b>	SEC	2

<b>Course Code</b>	<b>MINOR SEM – I Commerce Paper I</b>	<b>Credits</b>	<b>Lectures/Week</b>
K23UCCOMMR121	<b>Introduction to business – I (COM – I)</b>	<b>2</b>	<b>2</b>
<b>Course Outcomes:</b>			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> <li>• Study the Concept of Business and Remember the Important Factor of Business Environment. (Remember)</li> <li>• To Understand The Basic Concepts of Project Planning and Entrepreneurship (Understanding)</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>No of Lectures</b>	
<b>I</b>	<p><b>Business and Business Environment:</b>  <b>Introduction:</b> Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of business.  <b>Objectives of Business:</b> 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, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies</p> <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, 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>15</b>	
<b>II</b>	<p><b>Project Planning and Entrepreneurship:</b>  <b>Introduction:</b> Business Planning Process; Concept and importance of Project Planning;</p>	<b>15</b>	

	<p>Project Report; feasibility Study types and its importance</p> <p><b>Business Unit Promotion:</b> Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion.</p> <p><b>Statutory Requirements in Promoting Business Unit:</b> Licensing and Registration procedure, Filing returns and other documents, Other important legal provisions</p> <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>	
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**References:**

- 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, Veekas, Taxmann
- Strategic Management, David, Fred R., Phi Leraning
- 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

<b>Course Code</b>	<b>MINOR SEM – II Commerce Paper II</b>	<b>Credits</b>	<b>Lectures/Week</b>
<b>K23UCCOMMR 221</b>	<b>Services sector – I (COM – II)</b>	<b>2</b>	<b>2</b>

**Course Outcomes:**

After successful completion of this course, students would be able to

- Study the Concept of Business and Remember the Important Factor of services sector. (Remember)
- To develop knowledge and understanding of services. (Understanding)
- To make students aware of current trends in Services Sector.
- To familiarize the students with basic concepts of services.

<b>Unit</b>	<b>Topics</b>	<b>No of Lectures</b>
<b>I</b>	<p><b>Introduction:</b> Meaning, Characteristics, Scope and Classification Of Services - Importance of service sector in the Indian context.</p> <p><b>Marketing Mix for Services :</b> Consumer expectations, Services Mix, Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people.</p> <p><b>Service Strategies:</b> Market research and Service development cycle, Managing demand and capacity, opportunities and challenges in service sector.</p> <p><b>Retailing</b></p> <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, Non-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 – Retail Franchising. FDI in Retailing, Careers in Retailing.</p>	<b>15</b>

<b>II</b>	<p><b>Recent Trends in Service Sector:</b></p> <p><b>ITES Sector:</b> Concept and Scope of BPO, KPO, LPO and ERP.</p> <p><b>Banking and Insurance Sector:</b> ATM, Debit and Credit Cards, Internet Banking – Opening of Insurance Sector for Private Players, FDI and its Impact on Banking and Insurance Sector in India.</p> <p><b>Logistics:</b> Networking – Importance – Challenges.</p> <p><b>E-Commerce</b></p> <p><b>Introduction:</b> Meaning, Features, Functions and Scope of E-Commerce, Importance and Limitations of E-Commerce.</p> <p><b>Types of E-Commerce:</b> Basic Ideas and Major Activities 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; Online Marketing Research.</p>	<b>15</b>
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**References:**

- 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
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- Introduction To E – Commerce, Dhawan, Nidhi, International Book House

<b>Course Code</b>	<b>SKILL ENHANCEMENT COURSE SEM – I</b>	<b>Credits</b>	<b>Lectures/Week</b>
<b>K23UCCOMSC151</b>	<b>Digital Marketing-Paper I</b>	<b>2</b>	<b>2</b>
<b>Course Outcomes:</b>			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> <li>Remember the search engine advertising and learn to make strategies for effective campaign</li> <li>Understand the new media, Different types, their strengths and the way customer interacts with new / digital media.</li> <li>Develop the skills to strategize and execute campaigns on new / digital media</li> <li>Analyze and build brand preference, generate leads and aggregate audience on Social Media and increase audience engagement.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>No of Lectures</b>	
<b>I</b>	<b>Introduction To Digital Marketing –And Role of digital media</b> Introduction to digital marketing - Types of digital media, industry trends, Indian media spends, comparison with traditional media. Customer consumption trends of digital media, Role of digital media in consumer Decision making process, Behavioral and Contextual targeting.	<b>15</b>	
<b>II</b>	<b>Search Engine Marketing (SEM)And Social Media Marketing:</b> Importance and need Campaign strategy Identifying keywords and their configurations Creating Ad Words campaigns Assess campaign using Ad Words analytics reports Introduction & comparison of various Social Media (including subscriber base, features, popularity etc.) Social Media Marketing strategies - with examples/	<b>15</b>	



	Cases Content Strategy for various social media Creating Campaign on Social media (Facebook)Assessment of campaign using Facebook analytics	
		<b>30</b>
<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1.The Art of Digital Marketing - Ian Dodson - Wiley Publication</li> <li>2.Digital Marketing- Vandana Ahuja - Oxford Publication</li> <li>3.Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation - Damian Ryan - Kogan Page</li> <li>4.Digital Marketing: Strategy, Implementation &amp; Practice - Dave Chaffey &amp; Fiona Ellis-Chadwick</li> <li>5. Convert! Designing Websites For traffics and Conversions - Ben Hunt</li> <li>6. The Social Media Bible: Tactics, Tools &amp; Strategies for Business Success - Lon Safko</li> <li>7. Global Content Marketing - Pam Didne</li> <li>8. The Power of Visual Storytelling - Ekaterina waiter</li> <li>9. Digital Marketing- Dr. Hari Krishna Maram</li> </ol>		

<b>Course Code</b>	<b>SKILL ENHANCEMENT COURSE SEM – II</b>	<b>Credits</b>	<b>Lectures/Week</b>
<b>K23UCCOMSC251</b>	<b>Digital Marketing-Paper II</b>	<b>2</b>	<b>2</b>
<b>Course Outcomes:</b>			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> <li>● Remember to use display advertisement, blogs and YouTube in overall marketing strategy.</li> <li>● understand the different pricing options, and their use in given scenario</li> <li>● Apply learnt skills n effectively building users list, deliver email and generate relevant clicks</li> <li>● Analyze Social media and analytically make relevant strategies.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>No of Lectures</b>	
<b>I</b>	<b>Introduction and role of Advertising And E-commerce:</b> Display advertising Video advertising - types and their effectiveness Blog marketing <ul style="list-style-type: none"> <li>● Understand trends and profile of e-commerce Players</li> <li>● Use of e-tailors for promotion and distribution of brands</li> </ul> Strategies used by E- commerce players	<b>15</b>	

<b>II</b>	<p><b>Email Marketing And Mobile Marketing:</b></p> <ul style="list-style-type: none"> <li>• Trends, types, Challenges</li> <li>• Planning &amp; designing campaign</li> <li>• Assess effectiveness of the campaign metrics</li> <li>• Market size, growth etc.</li> <li>• Applications</li> <li>• Coupons</li> <li>• Gamification</li> <li>• Mobile wallets</li> <li>• QR codes</li> <li>• USSD</li> <li>• SMS</li> </ul>	<b>15</b>
<p><b>Additional References:</b></p> <ol style="list-style-type: none"> <li>1.The Art of Digital Marketing - Ian Dodson - Wiley Publication</li> <li>2.Digital Marketing- Vandana Ahuja - Oxford Publication</li> <li>3.Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation - Damian Ryan - Kogan Page</li> <li>4.Digital Marketing: Strategy, Implementation &amp; Practice - Dave Chaffey &amp; Fiona Ellis-Chadwick</li> <li>5. Convert! Designing Websites For traffics and Conversions - Ben Hunt</li> <li>6. The Social Media Bible: Tactics, Tools &amp; Strategies for Business Success - Lon Safko</li> <li>7. Global Content Marketing - Pam Didne</li> <li>8. The Power of Visual Storytelling - Ekaterina waiter</li> <li>9. Digital Marketing- Dr. Hari Krishna Maram</li> </ol>		

**Evaluation Scheme for First Year B.COM (UG) under NEP (2 credits)**

**I. Internal Evaluation for Theory Courses – 20 Marks**

**1) Continuous Internal Assessment(CIA) Assignment** - Tutorial/ Case Study/ Project / Presentations/ Group Discussion / Ind. Visit. – 10 marks

**2) Continuous Internal Assessment(CIA) ONLINE Unit Test** – 10 marks

**II. External Examination for Theory Courses – 30 Marks**

Duration: 1 Hour

Theory question paper pattern: All questions are compulsory.

<b>Question</b>	<b>Based on</b>	<b>Marks</b>
Q.1	Unit I	15
Q.2	Unit II	15

- All questions shall be compulsory with internal choice within the questions.
- Each Question may be sub-divided into sub questions as a, b, c, d, etc. & the allocation of Marks depends on the weightage of the topic.

**NOTE: To pass the examination, attendance is compulsory in both Internal & External (Theory) Examinations.**