

F.Y.B.COM COMMERCE Syllabus Semester I & II



Hindi Vidya Prachar Samiti's Ramniranjan Jhunjhunwala College of Arts, Science & Commerce

(Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the F.Y.B.Com

Program: B.Com

Program Code: RJCUCOM

(CBCS 2018-19)

F.Y.B.COM COMMERCE Syllabus Semester I & II

DISTRIBUTION OF TOPICS AND CREDITS

F.Y.B.COM

COMMERCE SEMESTER I

Course	Nomenclature	Credits	Topics (Modules)
RJCUCOM102	COMMERCE I (Business Development)	03	1. Introduction to Business 2. Business Environment 3. Project Planning 4. Entrepreneurship

COMMERCE SEMESTER II

Course	Nomenclature	Credits	Topics (Modules)
RJCUCOM202	COMMERCE II (Service Sector)	03	1. Concept of Services 2. Retailing 3. Dimensions in Service Sector 4. E- Commerce

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F.Y.B.COM SEMESTER I

Subject Code: RJCUCOM102

Title of Course: Commerce I (Business Development)

Learning Objectives:

- To familiarize the students with basic concepts of business.
- To develop understanding and knowledge of business promotion and statutory requirements for starting business unit.
- To make the students aware about current trends in business.
- To develop and encourage the spirit of entrepreneurship and make the students aware of various training and development institutes, as well as incentives available to entrepreneurs in India.

Learning Outcomes:

- ✓ Better understanding of Business Process
- ✓ Understanding impact of Environment on Business.
- ✓ Importance of Planning for Business success.
- ✓ Entrepreneurship as Career option.

Module I: Introduction to Business

(12 Lectures)

Business – Concept, Features, Functions, Significance of Business, Traditional and Modern Concept of Business; Business Objectives – Classification of business objectives, Reconciliation of Economic and Social Objectives; Strategy Alternatives in the Changing Scenario, Restructuring strategy, Turnaround strategy.

Module II: Business Environment

(11 Lectures)

Business Environment – Concept, Importance, Inter-Relationship between Business and Environment; Classification of Business Environment - Internal Environment, External Environment Educational Environment; International Environment - ASEAN, SAARC, BRICS, WTO - Functions, Objectives.

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Module III: Project Planning

(11 Lectures)

Project Planning - Concept, Importance, Project Report; Feasibility Study – Concept, Types, Importance of Feasibility Study; Business Unit Promotion – Concept, Stages, Factors determining business location, Role of Government in Promotion; Statutory requirements in promoting business unit - Licensing and Registration Procedure, Filling Returns and other Documents.

Module IV: Entrepreneurship

(11 Lectures)

Entrepreneurship - Concept, Importance, Factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager and Intrapreneur; The Entrepreneurs - Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development Centres in India; Incentives to Entrepreneurs in India, Problems of Women Entrepreneurs, *Discussion on Success stories of Entrepreneurs*.

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F.Y.B.COM SEMESTER II

Subject Code: RJCUCOM202

Title of Course: Commerce - II (Service Sector)

Learning Objectives:

- To familiarize the students with the basic concepts of services sector.
- To develop knowledge and understanding of the uniqueness of services and its contribution to the national growth.
- To make the students understand about the challenges and problems in rendering services.
- To make the students aware about current trends in service sector like ITES, Banking sector, Logistics, Organised Retail Sector and its growth, E- commerce, etc.
- Understanding of the transition in services sector in India and the scope it provides for careers in these sectors.

Learning Outcomes:

- ✓ Insight into working of service sector
- ✓ Knowledge about transition in Retailing
- ✓ Job Opportunities in different service sector
- ✓ Transition in E-Commerce.

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Module I: Concept of Services

(11 Lectures)

Services – Concept, Characteristics, Scope/ Classification of Services, Importance of Service Sector in India; Services Mix – Elements, Services Development Cycle, Managing Demand and Capacity; Opportunities in Service Sector, Challenges in Service Sector, *Careers in service sector*.

Module II: Retailing

(12 Lectures)

Organised and Unorganised Retailing –Concept, Distinction, Survival Strategies for Unorganised Retailers, Retail Scenario in India and Global Context; Store and Non Store Format, Store Planning, Design and Layout, Mall Management, Retail Franchising; Prospects and Challenges of Retailing in India, Careers in Retailing.

Module III: Dimensions in Service Sector

(11 Lectures)

Business Process Outsourcing (BPO) – Concept and Scope, Knowledge Process Outsourcing (KPO) – Concept and Scope, *Prospects of Insurance Sector in India*; Logistics – Concept, Importance, Challenges of Logistics Management; Internet Banking- Concept, Advantages and Disadvantages, ATM – Concept, Advantages and Disadvantages, Debit and Credit Cards - Concept, Distinction.

Module IV: E- Commerce

(11 Lectures)

E-Commerce – Concept, Features, Functions and Scope of E-Commerce, Importance of E-Commerce, Limitation of E-Commerce; Types of E-Commerce (B2B, B2C, C2C), Transition to E-Commerce in India; Online Marketing Research, Enterprise Resource Planning (ERP) – Concept and Scope, *Success stories in E-Commerce*.

F.Y.B.COM COMMERCE Syllabus Semester I & II

Reference Books :- (Semester I and II)

- 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 Leraning
- 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
- 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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PAPER PATTERN FOR ALL THEORY PAPERS

FOR ALL SEMESTER END EXAMINATION

Marks: 60

Duration : 02.00 Hrs

Q1. Answer any one of the following: (Module I) (10 Marks)

a)

b)

Q2. Answer any one of the following: (Module II) (10 Marks)

a)

b)

Q3. Answer any one of the following: (Module III) (10 Marks)

a)

b)

Q4. Answer any one of the following: (Module IV) (10 Marks)

a)

b)

Q5. Write Short Notes on: (Any 4 out of 6) (20 Marks)

(From all modules)

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PAPER PATTERN FOR ALL THEORY PAPERS

FOR ALL INTERNAL EXAMINATION

Marks: 40

2 Internal Tests of 20 Marks in Each Semester

20 Multiple Choice Questions / True or False/ Match the Following.