

F.Y.B.COM COMMERCE Syllabus Semester I



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

(Empowered Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Minor Subject

Syllabus for the F.Y.B.Com

Program: F.Y.B.Com

**Program Code: RJMAJCOM111/
RJMINCOM111**

(National Education Policy 2020)

Level 4.5

(CBCS 2023-24)

F.Y.B.COM COMMERCE Syllabus Semester I

THE PREAMBLE

Why Commerce?

Commerce is as old as human civilization. Since ancient times commerce has been practiced all over the world, but the nature of commerce has changed over the years with the changes in economies around the world. Thus, it has become an inseparable part of everyone's life. Human wants are unlimited and becoming multiplied with social and economic developments. Commerce has the capacity to satisfy our needs and provide better life to society and human beings as it encompasses business, profession and employment. The scope of commerce is broader than any other subject because it deals with several human activities like marketing, banking, transportation, management, investments etc. Globalisation has brought many countries close to each other indicating the need of trade and commerce between different nations for sharing resources, mutual development, updating know-how etc. Policies of the Government of India like 'Ease of doing', 'Atma Nirbhar Bharat', 'Start ups', 'Digital India' have encouraged new entrepreneurship in India in the 21st century.

The Indian economy is one of the fastest growing economies in the world. A goal of 5 trillion Indian economies in near term would expedite trade and commerce transactions. This has made learning of commerce indispensable, even if it is occupied in every field whether it is science, engineering, or IT. It develops skills and knowledge required for pursuing multiple career options. Students get a wide range of subject knowledge such as finance, marketing, management, accounts, advertising, law etc. which will be useful for them for pursuing their higher studies, employment or starting their own venture. Thus, commerce without human and business life will be next to impossible.

NEP 2020 aims at making Indian education system more employment and skill oriented. This will help the country to be competitive globally in terms of skilled manpower. In this regard commerce will play very significant role in different sectors of economy to meet the individual, social and national objectives.

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Why Commerce at RJ College?

The department was established in 1981. The first batch of B.Com- aided courses started with 360 students in 1981-82. With a legacy of forty years, today the department offers both UG and PG programs in the subject of commerce with specialisation at PG level in Accountancy and Management which is affiliated to and recognised by Mumbai University. The department also has a Ph.D. research centre in commerce. This provides a vertical progression of students in higher studies in the same college campus. The Department of Commerce invites eminent speakers to deliver lectures on different topics to make the students understand the latest trends in the industry. CORPORA is an Annual departmental fest which comprises different events that bring out hidden talent and skills among the students and also foster entrepreneurship among the students. In addition, the department conducts experiential visits to industry and different institutions which gives students an opportunity to learn practical knowledge along with bookish knowledge. The Department of Commerce is also offering a Value added Course of 2 credits to extend the knowledge and skills of students other than academics.

Syllabus :-

Under autonomy, the department has made curriculum more robust by incorporating skill-based learning and value-added courses that impart practical knowledge of the subject to the students. The syllabus for commerce for all six semesters is meticulously designed so as to make the students understand the knowledge of different fields like Business Development, Service sector, Management, HRM, Marketing, Advertising, Export Marketing and Business Law. The course contents are updated so as to keep students in line with trends in industry. The course contents are designed to improve student's employability and skills required for employability.

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DISTRIBUTION OF TOPICS AND CREDITS

F.Y.B.COM

COMMERCE SEMESTER I

Course	Nomenclature	Credits	Topics (Modules)
RJMAJCOM111 / RJMINCOM111	COMMERCE- I (Business Development)	03	1. Introduction to Business 2. Business Environment 3. Project Planning

F.Y.B.COM COMMERCE Syllabus Semester I

DEPARTMENT OF COMMERCE

PROGRAMME B.COM

PROGRAMME SPECIFIC OUTCOMES (PSOs) FOR COMMERCE

Sr. No.	A student on completing COMMERCE will able to:
PSO1	Developing understanding of theoretical and practical aspects of Commerce and business like Marketing, Management, Business Law and so on which will help them for different professional examinations like CA, CS, MBA, LLB, CMA, MPSC, UPSC etc.
PSO2	To acquaint students with the fundamental concepts of export management, advertising, business law, Organizational Behaviour, Entrepreneurship and so on.
PSO3	Learners develop Managerial skills, HR Skills, Communication Skills, Entrepreneurial Skills, Organizational Behaviour etc. which will enable them to secure better positions in organisations like Banking, Insurance, Finance, Government, Tourism, Media, Teaching, etc.
PSO4	Learners can obtain basic knowledge on recent trends in the Indian Financial System, Advertising, Production, Business Law, Management, Marketing, HRM and so on.
PSO5	A learner will gain knowledge of the business process with formalities for setting up business units and entrepreneurship skills and qualities.
PSO6	To develop analytical, creative and evaluative approaches towards different areas of commerce and management.

F.Y.B.COM COMMERCE Syllabus Semester I**COURSE OUTCOMES (COs) COMMERCE**

SEMESTER	:	I MINOR SUBJECT
TITLE OF THE SUBJECT/COURSE	:	Commerce-I (Business Development)
COURSE CODE	:	RJMAJCOM111 /RJMINCOM111
CREDITS	:	03
DURATION	:	45 LECTURES

LEARNING OBJECTIVES	
1	To understand the Business Process and impact of business environment on business.
2	To understand importance of planning for Business success.
3	To explain entrepreneurship as Career option.
4	To explain institutional training facilities and incentives to entrepreneurs.
5	To explain importance of Business Ethics.

COURSE OUTCOME NUMBER	On completing the course, the student will be able to:	PSO Addressed	BLOOMS LEVEL
CO1	Students will acquire knowledge of basic concepts of business.	1,2	1,2
CO2	Leaners will gain knowledge of statutory requirements for starting a business unit.	5	2,3
CO3	Students will understand current trends in business.	4	4
CO4	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.	3	3,4

F.Y.B.COM COMMERCE Syllabus Semester I**F.Y.B.COM SEMESTER I**

Title of Course: Commerce - Commerce I (Business Development)		Lectures
No. of credits: 03		
Subject Code: RJMAJCOM111 / RJMINCOM111		45
Module I	Introduction to Business	15
	• Business– Concept, Features, Functions, Significance of Business. • Traditional and Modern Concept of Business. • Steps in setting business objectives. • Classification of Business Objectives. • Strategy Alternatives in the Changing Scenario. • Ethics in Business: Features, Principles, Importance, Factors.	
Module II	Business Environment	15
	• Business Environment – Concept, Importance. • Inter-Relationship between Business and Environment. • Internal Environment, External Environment. • Educational Environment in India. • Current trends in International trade – Effect of Trading Blocks on business, • ASEAN, SAARC, BRICS, WTO - Functions, Objectives.	
Module III	Project Planning	15
	• Project Planning - Concept, Importance. • Project Report – Concept, Importance. • Feasibility Study – Concept, Types, Importance. • Business Unit Promotion – Concept, Stages, Factors determining Business Location. • Role of Government in Business Unit Promotion. • Statutory requirements in promoting business - Licensing and Registration Procedure, Filling Returns and other Documents.	

F.Y.B.COM COMMERCE Syllabus Semester I

Reference Books : Commerce – I

1. Business Organisation Management Maheshwari, Rajendra P ,Mahajan, J.P. International Book House
2. Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House
3. Introduction To Commerce, Vikram, Amit, Atlantic Pub
4. A Course Book On Business Environment, Cherunilam,Francis, Himalaya Pub
5. Business Environment, Cherunilam,Francis, Himalaya Pub
6. Essentials Of Business Environment, Aswathappa,K., Himalaya Pub
7. Essentials Of Business Environment, Aswathappa, Himalaya Pub
8. Strategic Management, Kapoor, Veekkas, Taxmann

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PAPER PATTERN

INTERNAL EXAMINATION

1. There will be 01 Internal Assessment Tests of 25 Marks each is conducted in Each Semester.
2. Duration of each Internal Assessment Test of 25 marks will be 30 minutes.
3. Each Internal Assessment Test will have 25 questions. Nature of questions may be - **Multiple Choice Questions / True or False/ Match the Following**

PAPER PATTERN SEMESTER END EXAMINATION

(COMMERCE – I & COMMERCE – II)

SEMESTER END EXAMINATION

Marks: 50

Duration: 01.30 hrs.

Q.1 Answer any TWO of the following. (15)

- a) }
b) } Questions from Module I
c) }

Q.2 Answer any TWO of the following. (15)

- a) }
b) } Questions from Module II
c) }

Q.3 Answer any TWO of the following. (15)

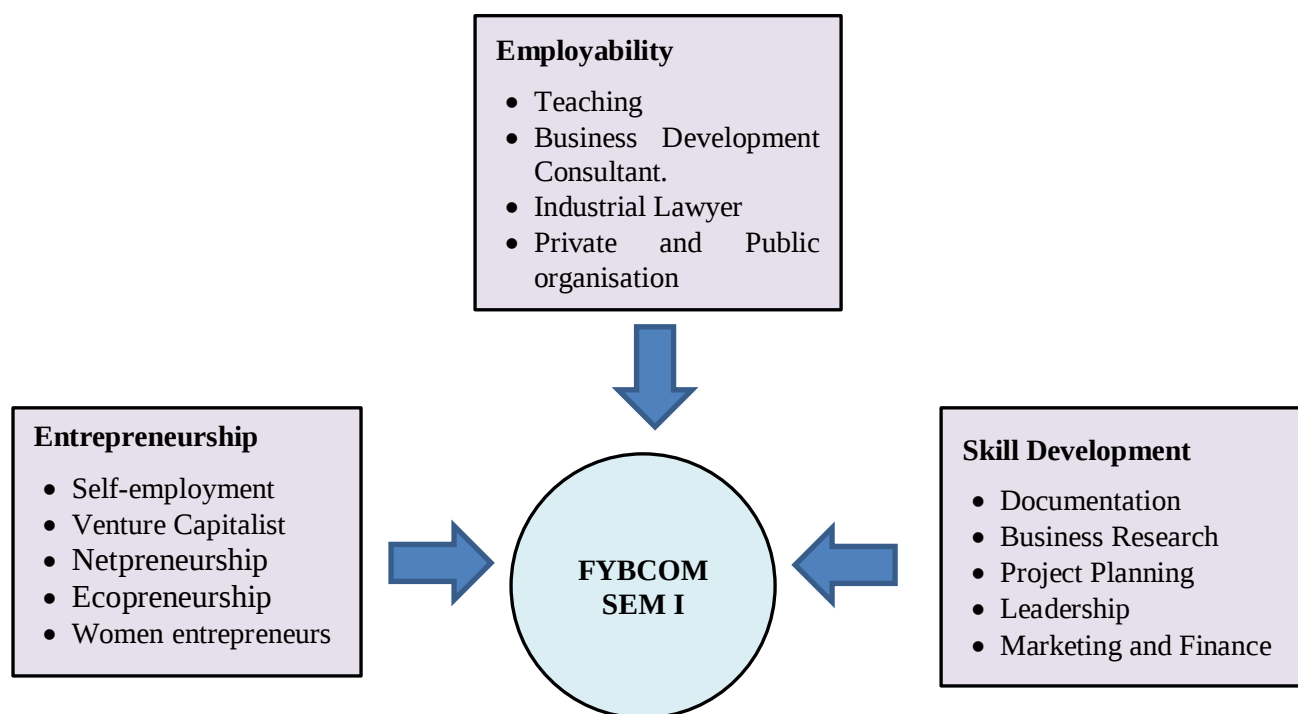
- a) }
b) } Questions from Module III
c) }

Q.4 Write Short Notes on: (Any 1 out of 3). (05)

- a) }
b) } **One Short Note from each modules**
c) }

F.Y.B.COM COMMERCE Syllabus Semester I**Mapping of Syllabus to employability /entrepreneurship/ skill development**

Class	Course Name	Course Code	Unit No. and topics focusing on Employability / Entrepreneurship / Skill Development	Specific activity	Relevance in Local, Regional , National and Global Development Needs
F.Y. B.Com Semester I	Commerce I (Business Development)	RJMAJCO M111 / RJMINCOM 111	Unit I: Understanding of basic concept of Business and its Functioning, Business Development Skills Unit II: Skills of understanding the Environment of Business and consciousness of adjustment to the Environmental aspects. Unit III: Understanding the Process of Starting a Business and Planning involved, skills of the legal requirements of Business and filing of Returns.	Case study Business Games	Local , National and International



F.Y.B.COM COMMERCE Syllabus Semester I

Course	Nomenclature	Credits	Topics (Modules)	SDG GOALS
RJMINCOM111	COMMERCE- I (Business Development)	03	1. Introduction to Business 2. Business Environment 3. Project Planning	SDG 8 SDG 9