

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: RJMAJCOM112 /
RJMINCOM112**

(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)
RJMINCOM112	COMMERCE- II (Entrepreneurship)	03	1. Introduction to Entrepreneurship 2. Classification of Entrepreneurship 3. Venture Development

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SEMESTER	:	SEM I (MINOR SUBJECT)
TITLE OF THE SUBJECT/COURSE	:	Commerce - II (Entrepreneurship)
COURSE CODE	:	RJMINCOM112
CREDITS	:	03
DURATION	:	45 LECTURES

LEARNING OBJECTIVES	
1	To develop better understanding of Entrepreneurship
2	To give knowledge on different types of Entrepreneurs.
3	To know the activities involved in Venture Development.

COURSE OUTCOME NUMBER	On completing the course, the student will be able to:	PSO Addressed	BLOOMS LEVEL
CO1	Gain knowledge on the basic concepts of Entrepreneurship and its Classification.	1,2	1,2
CO2	Acquire knowledge on Entrepreneurship Development Centres in India.	2,3	1,2,3
CO3	Develops understanding of steps involved in starting a venture and institutional support available.	2,3,4	2,3,4
CO4	Understanding the knowledge of trends in Entrepreneurship.	4,5	2,3,4
CO5	Understands skills and competencies required to become a successful entrepreneur	4,5,6	2,3,4,5

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

Title of Course: Commerce - Commerce II (Entrepreneurship)		Lectures
No. of credits: 03		
Subject Code: RJMINCOM112		
Module I	Introduction to Entrepreneurship	15
	• Entrepreneurship - Concept, Features, Importance, • Factors Contributing to Growth of Entrepreneurship, • Entrepreneur and Intrapreneur • Competencies of an Entrepreneur. • Entrepreneurship Training and Development Centers in India. • Incentives to Entrepreneurs in India, • Steps / Process in entrepreneurship. • Risk Involved in entrepreneurship. • New trends in entrepreneurship.	
Module II	Classification of Entrepreneurship	15
	• Types of Entrepreneurs. • Women Entrepreneurs- Challenges , Promotion scheme of women entrepreneurship in India • Social entrepreneurship–concept, Features, Types, Social and Commercial entrepreneurship. • Netpreneurship –Concept, features, pre request for successful netpreneurs, Essentials of Netpreneurship or social media marketing. • International entrepreneurship – Features and Difficulties of International Entrepreneurship. • Ecopreneurship – concept, reasons for growth of Ecopreneurship.	
Module III	Entrepreneurial Venture Development	15
	• Steps involved in starting of Venture • Institutional support to an Entrepreneur • Start-up Venture funding – Govt. policies, Sources of Fixed and Working capital, • Problem of Venture set-up and prospects • Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance. • Venture development in start –ups • Micro Finance and Self Help Groups – Concept, Importance/Role.	

F.Y.B.COM COMMERCE Syllabus Semester I

Reference books

1. Business Organisation Management Maheshwari, Rajendra P ,Mahajan, J.P.
InternationalBook House
2. Essentials Of Business Environment, Aswathappa, Himalaya Pub
3. Entrepreneurship, Dr. Abha Mathur, Taxmann
4. Business Planning and Entrepreneurial Management, Veena Prasad and Deepali Kamle,
Himalaya Publication House

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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)

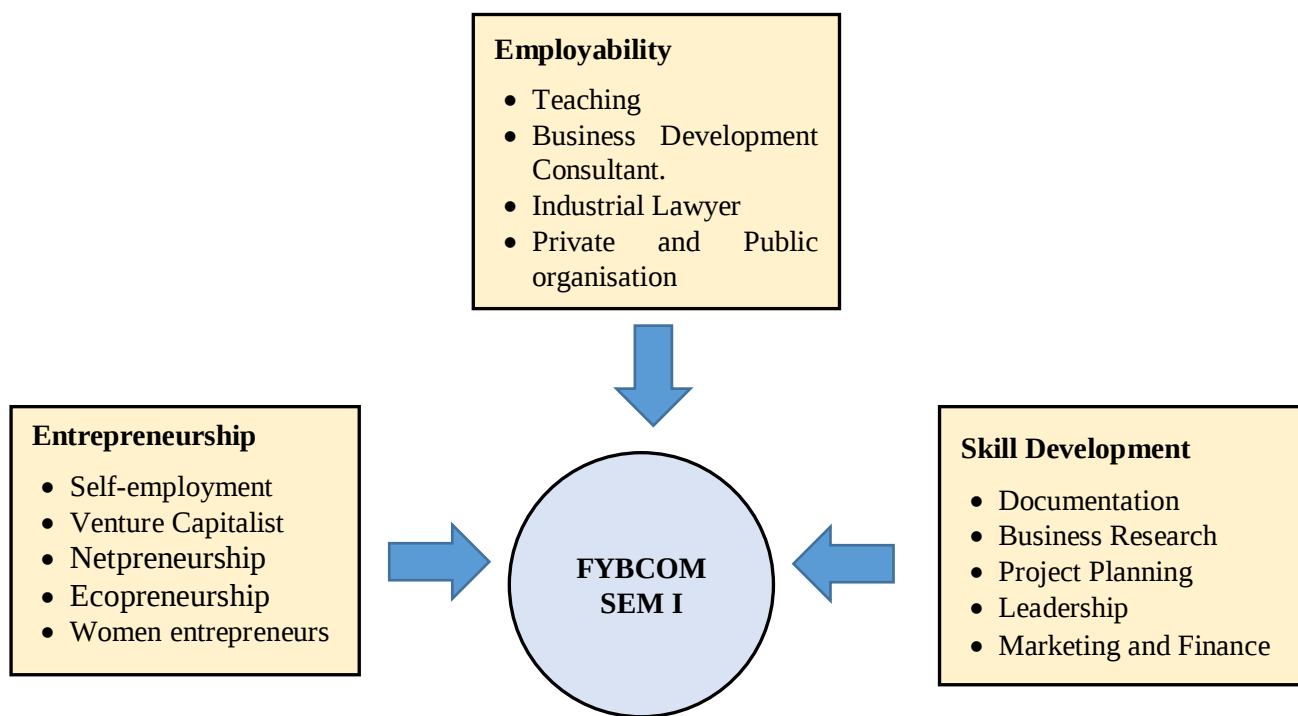
- a) }
b) } Questions from **Module III**
c) }

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 II (Entrepreneurship)	RJMINC OM112	Unit I: Understanding of basic concept of Entrepreneurship, competencies of entrepreneur and risk involved in entrepreneurship. Unit II: Encouragement and Incentives available for Women Entrepreneurs and different types of entrepreneurs. Unit III: Understanding the Process of Starting a venture and Skill Development through Training Centers, Institutional Finance and Schemes for Entrepreneurship Development,	Case Study Field Visit Business Games	Local , National and International



F.Y.B.COM COMMERCE Syllabus Semester I

Course	Nomenclature	Credits	Topics (Modules)	SDG GOALS
RJMINCOM112	COMMERCE-II (Entrepreneurship)	03	1. Introduction to Entrepreneurship 2. Classification of Entrepreneurship 3. Venture Development	SDG 5 SDG 8 SDG 10