

S.Y.B.COM COMMERCE Syllabus Semester IV



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

(Empowered Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Vocational Skill Course

Syllabus for the S.Y.B.Com

Program: S.Y.B.Com

Program Code: RJVSCCOM241

(National Education Policy 2020)

Level 5

(CBCS 2024-25)

S.Y.B.COM COMMERCE Syllabus Semester IV

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.

S.Y.B.COM COMMERCE Syllabus Semester IV

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.

S.Y.B.COM COMMERCE Syllabus Semester IV

DISTRIBUTION OF TOPICS AND CREDITS

S.Y.B.COM

COMMERCE SEMESTER IV

Course	Nomenclature	Credits	Topics	SDG GOALS
RJVSCCOM241	Fundamentals of Start ups	02	1. Startup Opportunities 2. Start up Capital Requirements and legal environment	4,8,9

S.Y.B.COM COMMERCE Syllabus Semester IV

Title of Course: Fundamentals of Start ups		Lectures
Number of Credits: 02		30
Subject Code: RJVSCCOM241		
Module I	Introduction to Startup Entrepreneurship -	15
	The New Industrial Revolution – The Big idea- Generate Ideas with Brainstorming – Business Startup- Ideation- Venture Choices- The rise of the startup economy. The Six Forces of Change – The Startup Equation, The entrepreneurial Eco system: Entrepreneurship IN India, Government Initiatives.	
Module II	Startup Capital Requirements and Legal Environment	15
	Identifying startup capital resource requirements, constructing process Map, Approval for New Ventures Funding Strategies with Bootstrapping, Crowd Funding, Preparation of Startup project report	

S.Y.B.COM COMMERCE Syllabus Semester IV

LEARNING OBJECTIVES	
1	To make learner aware about startup opportunities in India.
2	To understand capital and legal formalities for startup in India.

COURSE OUTCOME NUMBER	On completing the course, the student will be able to:	PSO Addressed	BLOOMS LEVEL
CO1	Acquire knowledge of idea generation of business startup and government initiatives.	1,2	1,2
CO2	Develops understanding of capital resource requirement and preparation of startup report.	1,2,6	2,3

Reference Books :-**PAPER PATTERN****INTERNAL EXAMINATION**

1. There will be 01 Internal Assessment Tests of 20 Marks during the each is conducted in Each Semester.
2. Duration of each Internal Assessment Test of 20 marks will be 30 minutes.
3. Each Internal Assessment Test will have 20 questions. Nature of questions may be -
Multiple Choice Questions / True or False/ Match the Following

S.Y.B.COM COMMERCE Syllabus Semester IV

PAPER PATTERN

SEMESTER END EXAMINATION

Marks: 30

Duration: 01.00 hr.

Q.1 Answer any ONE of the following.

(10)

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

Q.2 Answer any ONE of the following.

(10)

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

Q.3 Write Short Notes on: (Any 2 out of 3).

(10)

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

S.Y.B.COM COMMERCE Syllabus Semester IV**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
S.Y. B.COM Semester IV	Fundamentals of Start ups	RJVSCC OM241	Unit 1 : Develops skills for entrepreneurship and idea generation process. Unit 2 : Develops knowledge of financing strategies	Case Study Field Visit Assignment Projects	Local , Regional National and Global