



F.Y.B.COM. SEMESTER I
Commerce – I
(Introduction to Business)

COURSE OBJECTIVES

- To introduce students with business and new trends in business**
- To make students familiar with business environment**
- To make students known about the process of setting up of new business enterprise**
- To introduce students with the concept of entrepreneurship**



DISCIPLINE RELATED ELECTIVE (DRE) COURSE

Sr. No.	Module	No. of Lectures
1	Business	12
2	Business Environment	11
3	Project Planning	12
4	Entrepreneurship	10
	Total	45



MODULE 1 BUSINESS

- **Introduction:** Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of business.
- **Objectives of Business:** Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives.
- **New Trends in Business:** Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies.



MODULE 2 BUSINESS ENVIRONMENT

- **Introduction:** Concept and Importance of business environment, Inter-relationship between Business and Environment.
- **Constituents of Business Environment:** 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.



MODULE 3 PROJECT PLANNING

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



MODULE 4 ENTREPRENEURSHIP

- **Introduction:** Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur
- **The Entrepreneurs:** Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India.
- **Women Entrepreneurs:** Problems and Promotion.



REFERENCE BOOKS

- **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**
- **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 P**
- **Introduction To E –Commerce, Dhawan, Nidhi, International Book House**
- **Introduction To Retailing, Lusch,Robert F., Dunne,Patrick M., Carver,James R., Cengage Learning**



QUESTION PAPER PATTERN

- **Maximum Marks: 100**
- **Questions to be set: 06**
- **Duration: 03 Hrs.**
- **All Questions are Compulsory Carrying 15 Marks each.**

Question No.	Particulars	Marks
1	Objective Questions A) Sub Questions to be asked 12 and to be answered any 10 B) Sub Questions to be asked 12 and to be answered any 10 (* Multiple choice / True or False / Match the columns/Fill in the blanks)	20 Marks
2	Full Length Question OR Full Length Question	15 Marks 15 Marks
3	Full Length Question OR Full Length Question	15 Marks 15 Marks
4	Full Length Question OR Full Length Question	15 Marks 15 Marks
5	Full Length Question OR Full Length Question	15 Marks 15 Marks
6	A) Theory questions B) Theory questions OR Short Notes To be asked 06 To be answered 04	10 Marks 10 Marks 20 Marks

