

As Per NEP 2020

University of Mumbai



Faculty of Humanities
Syllabus for Major Subject – Commerce
4 Credit

SEMESTER-I

MAJOR MANDATORY INTRODUCTION TO BUSINESS

PROGRAM	U.G. Certificate in Bachelor of Commerce & Bachelor of Arts
SEMESTER	I
COURSE TITLE	INTRODUCTION TO BUSINESS
VERTICLE /CATEGORY	A/MAJOR MANDATORY (CORE)
COURSE LEVEL	4.5
COURSE CODE	
COURSE CREDIT	4
HOURS PER WEEK THEORY	4
HOURS PER WEEK PRACTICAL/TUTORIAL	NA

COURSE OBJECTIVE
This course provides an overview of the business, understanding and significance of the business in economy.
COURSE OUTCOMES
CO1: Learners will recognize the fundamental components of the business
CO2: Evaluate the impact of traditional and modern business activities
CO3: Learners will be able to apply theoretical knowledge to real world scenarios within the business sector.
CO4: To create comprehensive understanding of the risks and challenges associated with business world

ORGANISATION OF THE COURSE

UNIT NO	COURSE UNITS AT A GLANCE	TOTAL HOURS
1	Business	15
2	Business Environment	15
3	Project Planning	15
4	Business Strategies	15
TOTAL HOURS		60

COURSE DESIGN
COURSE UNIT TITLE 1: BUSINESS (15)
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.
PEDAGOGICAL APPROACH: Lecture Method, Case study of Business ethics
COURSE UNIT TITLE 2: BUSINESS ENVIRONMENT (15)
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. Climate change and its impact
PEDAGOGICAL APPROACH: Lecture Method, Assignments and Visits
COURSE UNIT TITLE 3 PROJECT PLANNING/BUSINESS SETUP (15)
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, Filling returns and other documents, Other important legal provisions
PEDAGOGICAL APPROACH: Lecture Method, Assignments and Visits
COURSE UNIT TITLE 4: BUSINESS STRATEGIES (15)
Introduction: - Concept of Business strategy New Trends in Business: Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies Case Studies on Business Strategies
PEDAGOGICAL APPROACH: Lecture Method, Case Study and Assignments

REFERENCES:-

- 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

For Major Subject
Total 100 Marks
60 Marks External with 4 Credits

DURATION: 2 Hours

MARKS: 60

NOTE:

- 1. All questions are compulsory. Although internal choice is Provided.**
- 2. Figures on the Right-hand side indicate full Marks.**

Q. 1 Attempt Any 2 out of the following (Unit 1) (15 Marks)

- a.
- b.
- c.

Q. 2 Attempt Any 2 out of the following (Unit 2)

- a.
- b. (15 Marks)
- c.

Q. 3 Attempt Any 2 out of the following (Unit 3) (15 Marks)

- a.
- b.
- c.

Q. 4 Attempt Any 2 out of the following (Unit 4)

- a.
- b. (15 Marks)
- c.

40 Marks Internal

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|---------------------|------------|
| 1) Class Test | (10 Marks) |
| 2) Assignment | (10 Marks) |
| 3) Presentation | (10 Marks) |
| 4) Group Discussion | (10 Marks) |
| 5) Quiz | (10 Marks) |
| 6) Case Study | (10 Marks) |

Note: 1) Any Four out of the above can be taken for the internal Assessment.

2) The internal Assessment shall be conducted throughout the Semester.