

CIRCULAR :-

A reference is invited to the Ordinances, Regulations and syllabi relating to the B.Com. degree course vide this office Circular No. UG/212 of 2002 dated 14th May, 2002 and No. UG.254 of 2002 dated 14th June, 2002 ~~respectively~~ and the Principals of the affiliated Colleges in Commerce and the Professor-cum-Director, Institute of Distance Education are hereby informed that the recommendation made by the Board of Studies in Commerce at its meeting held on 9th April, 2008 has been accepted by the Academic Council at its meeting held on 15th April, 2008 vide item No. 4.61 and that, in accordance therewith, the syllabus and pattern of question paper in the subject of Commerce Paper - I (Business Development) at the F.Y.B.Com. examination is revised as per the Appendix and that the same has been brought into force with effect from the academic year 2008 - 2009.

MUMBAI-400 032
27th June, 2008

PRIN.K.VENKATARAMANI
REGISTRAR

To,
The Principals of the affiliated colleges in Commerce and the Professor-cum-Director, Institute of Distance Education.

A.C/4.61/15/04/2008

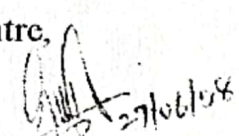
No. UG/ 277 -A of 2008,

MUMBAI-400 03

27th June, 2008

Copy forwarded with compliments for information to :-

- 1) The Dean Faculty of Commerce
- 2) The Chairman, Board of Studies in Commerce.
- 3) The Controller of Examinations,
- 4) The Co-Ordinator, University Computerization Centre,


(D.H.KATE)
DEPUTY REGISTRAR
U.G./P.G.Section.

Copy to :-

The Director, Board of College and University Development, the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Executive Secretary to the to the Vice-Chancellor, the Pro- Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Ratnagiri for information.

The Controller of Examinations (10 copies), the Finance and Accounts Officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrolment, Eligibility and Migration Section (3 copies), the Deputy Registrar, Statistical Unit (2 copies), the Deputy Registrar (Accounts Section), Vidyanagari (2 copies), the Deputy Registrar, Affiliation Section (2 copies), the Professor-cum- Director, Institute of Distance Education, (10 copies; the Director University Computer Center (IDE Building), Vidyanagari, (2 copies) the Deputy Registrar (Special Cell), the Deputy Registrar, (PRO) the Assistant Registrar, Academic Authorities Unit (2 copies) and the Assistant Registrar, Executive Authorities Unit (2 copies). They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that on separate Action Taken Report will be sent in this connection. the Assistant Registrar Constituent Colleges Unit (2 copies), BUCT (1 copy), the Deputy Account, Unit V (1 copy), the In-charge, Directorate of MUASA (1 copy).

UNIVERSITY OF MUMBAI



Revised Syllabus
and
Pattern of Question Paper
For
F.Y.B.Com.
Commerce Paper-I
(Business Development)

(With effect from the academic year 2008-2009)

Revised Syllabus For the F. Y. B. Com
COMMERCE PAPER I
BUSINESS DEVELOPMENT
(With effect from the academic year 2008-09)

Objectives

- To acquaint the students with the recent developments in trade and industry and its environment.
- To induce students towards entrepreneurship.
- To introduce students to case studies and enable them to develop analytical skills.
- To acquaint them with major growth sectors and their development.

Section I

1. Role and Importance of Business 4 Lectures
2. Business Environment
- Components/elements – Interdependence of Business and its Environment – Economic Environment – Political Environment – Technological – International Environment with respect to OPEC, WTO, European Union, NAFTA, ASEAN, SAARC, Environmental Scanning and its Importance 10 Lectures
3. Business Objectives
- Types – Formulation – Reconciliation of Economic and Social Objectives. 6 Lectures
4. Setting up of Business Unit
Steps/procedure – project and feasibility studies
- Entrepreneurship – Government Incentives and Assistances to entrepreneurs – Entrepreneurship Development/Training Centres – Challenges before Indian Entrepreneurs 10 Lectures
5. Restructuring and Growth Strategies
- Internal Growth Strategies: Intensification – Diversification
- External Growth Strategies: Foreign Collaborations – Mergers – Takeovers
- Corporate Restructuring Strategies, Turnaround Strategy 10 Lectures
- Case/Case Studies relating to the above topics 5 Lectures

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Section II

6. Banking

- Banking System in India - Banker-Customer Relationship - Changing role of banks - Non Banking Activities - Concept of Development Banking, Universal Banking Merchant Banking - Priority Sector Lending: RBI Guidelines and Schemes Ombudsman- Banking Through Technology -FDI in banking sector in India Banking as a Career

12 Lectures

7. General Insurance:

- Types, Principles and Terms in Insurance in Brief - Settlement of Claims - Procedure - Claim Tribunals - Ombudsman - IRDA 1999 FDI in Insurance sector- Performance and Prospects in India - Career options in insurance sector.

6 Lectures

8. Transport and Communication

- Recent developments in aviation, roadways, railways, and shipping transport - Career options in transport sector

Telecommunications

- Recent Developments in E-Communication- Performance and Prospects in India- Career Options.

6 Lectures

9. Tourism and Hospitality industry

- Measures to promote the industry - Performance and Prospects - Career options.

4 Lectures

10. Retail Management

- Trends in retailing - Organised and Unorganised Retailing - Factors responsible for Growth of Organised Retailing in India - FDI in Retailing - Survival Strategies for Unorganised Retailers in India - Ethics in Retailing - Careers in Retailing.

10 Lectures

11. Business Process Outsourcing

- BPO, KPO future prospects, career options - Case Studies.

2 Lectures

Case/case studies relating to above topics

5 Lectures

3...

Reference Books

1. Retailing Management
Text and Cases
SWAPNA PRADHAN
Second Edition – 2007
The MC Grawhill Companies
2. Retail Management – Functional Principles and Practices – 2nd Edition.
Gibson G. Vadamani
Jaiico Publishing House
3. Banking Law and Practice
P.N. VARSHNEY
Sultan Chand and Sons
4. Economic Environment of Business
BISWANATH GHOSH
Vikas Publishing House
5. Tourism and Hotel Management
A. K. Zolfikar
Vikas Publishing House
6. Dynamics of Entrepreneurial Development and Management
Vasant Desai
7. Business Environment
Text and Cases
Francis Cherunian
Himalaya Publishing House
8. Business Organisation and Management
Y. K. Bhushan
Sultan Chand and Sons.
9. Business Policy : Strategic Management
L. M. Prasad
Sultan Chand and Sons.
10. Economic Survey 2007, 2008

F.Y.B.Com. Commerce Paper – I

Question Paper Pattern with effect from 2008-2009

Time : Two hours.

Marks : 80

N.B. : All questions are compulsory.

Figures to the right indicate full marks.

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|-----|--|----------|
| Q.1 | Explain the meaning of any four terms / concepts.
(Out of seven). | 8 Marks |
| Q.2 | Descriptive type question with internal option.
(any two out of three) | 16 Marks |
| Q.3 | Descriptive type question with internal option.
(any two out of three) | 16 Marks |
| OR | | |
| Q.3 | Show Notes on any four of the following :
(Any two out of four) | 16 Marks |
| Q.4 | Question based on case / case study / Recent developments
in business / industry. (Use internal option) | 10 Marks |

(Same pattern for First Term and Second Term examination)

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