

Department of Commerce
Syllabus
FYBCOM COMMERCE PAPER –I

Module – I BUSINESS: (12 Lectures)

1.1 Introduction: Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of business.

1.2 Objectives of business: Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives.

1.3 New Trends in : Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario. Restructuring and Turnaround Strategies.

Module - II BUSINESS ENVIRONMENT: (11 Lectures)

2.1 Introduction: Concept and Importance of business environment, Interrelationship between Business and Environment.

2.2 Constituents of Business Environment : Internal and External Environment, Educational Environment, 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 - III PROJECT PLANNING: (12 Lectures)

3.1 Introduction: Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importance.

3.2 Business Unit Promotion:

Concept and Stages of business Unit Promotion, Location –Factors determining location, and Role of Government in Promotion.

3.3 Statutory Requirements in Promoting Business Unit:

Licensing and Registration procedure, Filing returns and other documents, other important legal provisions.

Module - IV ENTREPRENEURSHIP: (10 Lectures)

4.1 Introduction: Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur.

4.2 The Entrepreneurs: Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India.

4.3 Women: Problems & Promotion

Syllabus

FYBCOM COMMERCE PAPER –II

Module – I CONCEPT OF SERVICES: [12 Lectures]

1.1 Introduction: Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian context.

1.2 Marketing Mix: - Consumer expectations for Services Mix, - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people.

1.3 Service Strategies: Market research and Service development cycle, Managing demand and capacity, Opportunities and challenges in service sector

Module – II RETAILING: [12 Lectures]

2.1 Introduction: Concept of organized and unorganized retailing , Trends in retailing, growth of organized retailing in India, Survival strategies for unorganized Retailers.

2.2 Retail Format: Store format, Non – Store format, Store Planning, design and layout

2.3 Retail Scenario: Retail Scenario in India and Global context – Prospects and Challenges in India. Mall Management – Retail Franchising. FDI in Retailing, Careers in Retailing.

Module – III RECENT TRENDS IN SERVICE SECTOR : [10 Lectures]

3.1 ITES Sector: Concept and scope of BPO, KPO, LPO and ERP.

3.2 Banking and Insurance Sector: ATM, Debit & Credit Cards, Internet Banking – Opening of Insurance sector for private players, FDI and its impact on Banking and Insurance Sector in India.

3.3 Logistics: Net working – Importance – Challenges.

Module –IV E-COMMERCE: [11 Lectures]

4.1 Introduction: Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce.

4.2 Types of E-Commerce: Basic ideas and Major activities of B2C, B2B, and C2C.

4.3 Present status of E-Commerce in India: Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates, on-line Marketing Research.