

**The Kelkar Education Trust's
V. G. Vaze College of Arts, Science and Commerce
(Autonomous)**



**The Kelkar Education Trust's
Vinayak Ganesh Vaze College of Arts, Science & Commerce
(Autonomous)**

**SYLLABUS FOR F.Y.B.COM
(JUNE 2020 ONWARDS)**

PROGRAMME: BACHELOR OF COMMERCE

SEMESTER I & II

COURSE: COMMERCE I & II

Course Code	Paper Title	Credit
CCOM101 & CCOM201	Commerce I & II	03

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1. Syllabus as per Choice Based Credit System

- | | |
|---|--|
| 1) Name of the Programme | : F.Y.B.COM – COMMERCE I & II |
| 2) Course Code | : CCOM101 & CCOM201 |
| 3) Course Title | : Commerce I & II |
| 4) Semester wise Course Contents | : Copy of the syllabus Enclosed |
| 5) Reference & Additional References | : Enclosed in the syllabus |
| 6) Credit Structure | |
| (No. of Credit per Semester) | : 03 |
| 7) No. of Lectures Per Unit | : 12 |
| 8) No. of Lectures Per Week | : 03 |
| 9) No. of Tutorials Per Week | : NIL |

2. Scheme of Examination

- : Semester End Exam: 60 Marks**
(4 Questions of 15 Marks)
Internal Assessment 40 Marks:
Test: 15 Marks
Project/Assignments: 15 Marks
Class Participation: 10 Marks

3. Special Notes (if any)

: No

4. Eligibility (if any)

**: As laid down in the College-
-Admission Brochure/Website**

5. Fee Structure

: As per College Fee Structure Specification

6. Special Ordinances/Resolutions (if any)

: No

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Programme: FYBCOM

Semester: I & II

Course: Commerce I & II

Course Code: CCOM101 & CCOM201

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
3	-	-	3	15	15	10	-	-	60	100
Maximum Time, Semester End Exam (Theory) – 2 Hrs.										

Prerequisite: Basic Interest in Business & Service Sector

Course Objectives

- 1) To understand the concepts related to Business.
- 2) To enable students to analyse and understand the environment of the organisation.
- 3) To help the students gain understanding of the importance of service sector in GDP.

Course Outcomes

Students should be able to...

- | | |
|------------|---|
| CO1 | Understand the basic knowledge of setting business unit as an entrepreneur. |
| CO2 | Familiarize with the current trends in business & services. |
| CO3 | To understand fundamentals of services and its various strategies. |

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COMMERCE I – INTRODUCTION TO BUSINESS

Course Contents Semester I		Lectures
Sr. No.	Modules/Units	
1	Business	12
	<p>Introduction: Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of business.</p> <p>Objectives of Business: Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives.</p> <p>New Trends in Business: Top business trends that will drive success, Strategy alternatives in the changing scenario, Turnaround Strategies.</p>	
2	Business Environment	11
	<p>Introduction: Concept and Importance of business environment, Inter-relationship between Business and Environment</p> <p>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.</p>	
3	Project Planning	11
	<p>Introduction: Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importance</p> <p>Business Unit Promotion: Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion.</p> <p>Statutory Requirements in Promoting Business Unit: Licensing and Registration procedure, Filing returns and other documents, Other important legal provisions.</p>	
4	Entrepreneurship	11
	<p>Introduction: Concept and Importance of Entrepreneurship, Factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur</p> <p>The Entrepreneurs: Types of Entrepreneurs, Competencies of Entrepreneur, Incentives to Entrepreneurs in India, Exit and Harvesting Strategies for Entrepreneurs.</p> <p>Women Entrepreneurs: Problems and Promotion.</p>	
	Total	45

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COMMERCE II – SERVICE SECTOR

Course Contents Semester II		
Sr. No.	Modules/Units	Lectures
1	Concept of Services	12
	<p>Introduction: Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian context</p> <p>Marketing Mix Services: Consumer Expectations, Services Mix, - Product, Price, Place, Promotion, Process of Services Delivery, Physical Evidence and People, Service Life Cycle</p> <p>Service Strategies: E-Services, Managing Demand and Capacity, Opportunities and Challenges in Service Sector.</p>	
2	Retailing	11
	<p>Introduction: Concept of organized and unorganized retailing, Trends in retailing, Growth of organized retailing in India, Survival strategies for Unorganized Retailers</p> <p>Retail Format: Store format, Non – Store format, Store Planning, design and layout</p> <p>Retail Scenario: Retail Scenario in India and Global context – Prospects and Challenges in India. Mall Management – Retail Franchising. FDI in Retailing, Careers in Retailing</p>	
3	Recent Trends in Service Sector	11
	<p>ITES Sector: Concept and scope of BPO, KPO, LPO and ERP.</p> <p>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.</p> <p>Ethical Aspects in Services</p>	
4	E- Commerce	11
	<p>Introduction: Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce.</p> <p>Types of E-Commerce: Basic Ideas and Major Activities of B2C, B2B, C2C.</p> <p>Present Status of E-Commerce in India: Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates; On-Line Marketing Research.</p>	
	Total	45

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Beyond Syllabus

Case Studies, Guest Lectures on Recent Development, Paper Presentations, Industrial Visits.

QUESTION PAPER PATTERN

Maximum Marks: 60

Duration: 2 Hours

Question to be set: 04

Q. No.	Particulars	Marks
Q. 1.	Module I Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii)	15 Marks
Q.2.	Module II Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii)	15 Marks
Q.3.	Module III Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii)	15 Marks
Q.4.	Module IV Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii)	15 Marks

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RECOMMENDED RESOURCES

Text Books	
Reference Books	
	<ol style="list-style-type: none">1. Business Organisation Management Maheshwari, Rajendra P, Mahajan, J.P., International Book House2. Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House3. Introduction to Commerce, Vikram, Amit, Atlantic Pub4. A Course Book on Business Environment, Cherunilam, Francis, Himalaya Pub5. Business Environment, Cherunilam, Francis, Himalaya Pub6. Essentials of Business Environment, Aswathappa, K., Himalaya Pub7. Essentials of Business Environment, Aswathappa, Himalaya Pub8. Strategic Management, Kapoor, Veekkas, Taxmann9. Strategic Management, David, Fred R., Phi Learning10. Strategic Management, Bhutani, Kapil, Mark Pub.11. Entrepreneurship, Hisrich, Robert D, Mc Graw Hill12. Entrepreneurship Development, Sharma, K.C., Reegal Book Depot13. Service Marketing, Temani, V.K., Prism Pub14. Management of Service Sector, Bhatia, B S, V P Pub15. Introduction to E – Commerce, Dhawan, Nidhi, International Book House

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	16. Introduction to Retailing, Lusch, Robert F., Dunne, Patrick M., Carver, James R., Cengage Learning 17. Retailing Management, Levy Michael., Weitz Barton A, Tata McGraw Hill
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The final syllabus which has been approved by the following BoS Members:

Mrs. Chitra Subramaniam - Head of Department of Commerce

Dr. Adhir Vasant Ambavane - Member – Faculty

Mr. Manoj Arjun Sangare - Member - Faculty

Mr. Sunil Chari - Industry / Corporate Sector

Dr. Shobha Samir Dedhiya - Subject Expert – From Other University (SNDT)

Dr. Pramila Patil Subject Expert – From Other University (SNDT)

Mr. Bipinchandra Wadekar - Vice-Chancellor Nominee

Ms. Siddhika Rane - Meritorious Alumnus



**MRS. CHITRA SUBRAMANIAM
CHAIRMAN – BOS**

Date: 19th August, 2020.



**MR. BIPINCHANDRA WADEKAR
VC – NOMINEE (BOS)**