

**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 2023 ONWARDS)**

PROGRAMME: BACHELOR OF COMMERCE

SEMESTER I & II

COURSE: COMMERCE I & II

Course Code	Paper Title	Credit
VCCM101 & VCCM151	Commerce I & II	02

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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 | : VCCM101 & VCCM151 |
| 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) | : 02 |
| 7) No. of Lectures Per Unit | : 10 |
| 8) No. of Lectures Per Week | : 02 |
| 9) No. of Tutorials Per Week | : NIL |

2. Scheme of Examination : Semester End Exam: 60 Marks

(3 Questions of 15 Marks | Short Notes 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

Programme: FYBCOM

Semester: I & II

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Course: Commerce I & II

Course Code: VCCM101 & VCCM151

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	
2	-	-	2	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 help the students gain an understanding of the importance of the service sector in GDP.

Distribution of marks as per Units, COs and Bloom's Taxonomy

Unit	COs	Bloom's Taxonomy Level	Type of Question	Marks	Weightage (%)
1	CO1: Understand	Explain / Discuss / Identify	Essay Type, Short notes	20	33.33
2	CO2: Apply	Demonstrate / Execute	Essay Type, Short Notes Problem solving	20	33.33
3	CO3: Evaluate	Argue / Judge / Critique	Essay Type, Short Notes Problem solving	20	33.33

COMMERCE I

Course Outcomes:

Students should be able to...

CO1: Understand the fundamental concepts, functions, scope, and significance of business, including traditional and modern approaches, and analyze the several business strategies.

CO2: Demonstrate the business planning process, including project feasibility studies, statutory requirements, and government roles in promoting business units.

CO3: Evaluate the importance of entrepreneurship, identify types of entrepreneurs, and propose strategies for promoting entrepreneurial growth, including support for women entrepreneurs.

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COMMERCE I – INTRODUCTION TO BUSINESS

	Course Contents Semester I	Lectures
Sr. No.	Modules/Units	
1	Business	10
	<p>Introduction: Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of Business, EODB in India.</p> <p>Objectives of Business: Steps in setting business objectives, classification of business objectives, and 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, CSR – Concept, Importance.</p>	
2	Project Planning	10
	<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, and Other important legal provisions.</p>	
3	Entrepreneurship	10
	<p>Introduction: Concept and Importance of Entrepreneurship, Factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur, Concept of start-ups, Venture Capitalist, Angel Investors.</p> <p>The Entrepreneurs: Types of Entrepreneurs, Competencies of Entrepreneurs, Incentives to Entrepreneurs in India, Exit and Harvesting Strategies for Entrepreneurs.</p> <p>Women Entrepreneurs: Problems and Promotion.</p>	
	Total	30

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Distribution of marks as per Units, COs and Bloom's Taxonomy

Unit	COs	Bloom's Taxonomy Level	Type of Question	Marks	Weightage (%)
1	CO1: Analyse	Differentiate / Compare / Examine / Experiment	Essay Type, Short notes	20	33.33
2	CO2: Understand	Explain / Discuss / Recognise	Essay Type, Short Notes Problem solving	20	33.33
3	CO3: Create	Construct / Develop / Investigate	Essay Type, Short Notes Problem solving	20	33.33

COMMERCE II

Course Outcomes:

Students should be able to...

CO1: Analyze the characteristics, scope, and importance of services in India and apply marketing mix strategies to meet consumer expectations in service delivery.

CO2: Understand trends in organized and unorganized retailing in India, assess the impact of FDI on retail growth, and evaluate the role of e-commerce in transforming retail operations.

CO3: Investigate recent trends in IT-enabled services (ITES), banking, and insurance sectors, including digitization, payment gateways, and the role of NPCI in digital payments.

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COMMERCE II – SERVICE SECTOR

	Course Contents Semester II	
Sr. No.	Modules/Units	Lectures
1	Concept of Services	10
	Introduction: Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian context. Marketing Mix Services: Consumer Expectations, Services Mix, - Product, Price, Place, Promotion, Process of Services Delivery, Physical Evidence and People, Service Life Cycle Service Strategies: E-Services, Managing Demand and Capacity, Opportunities and Challenges in Service Sector, Ethical Aspects in Services	
2	Retailing	10
	Introduction: Concept of organized and unorganized retailing, Trends in retailing, Growth of organized retailing in India, Store format, Non – Store format. Retail Scenario: Retail Scenario in India and Global context – Prospects and Challenges in India. Retail Franchising, FDI in Retailing, Careers in Retailing, Use of IT in Retailing, Understanding Retail Consumer. E-Commerce: Introduction, Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce & Present Status of E-Commerce in India.	
3	Recent Trends in Service Sector	10
	ITES Sector: Concept of BPO, KPO, LPO and ERP, Data Analytics, Big Data, Data Mining. Banking and Insurance Sector: ATM, Debit & Credit Cards, Internet Banking – Opening of Insurance sector for private players, Digitisation – Payment Gateway, Role of NPCI (National Payment Corporation of India) in Digital Payment, FDI and its impact on Banking and Insurance Sector in India.	
	Total	30

Beyond Syllabus

Problem-based learning, Case Studies, Guest Lectures on Recent Development, Paper presentations, and Industrial Visits, Digital Storytelling, Peer Learning & Assessment.

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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.	Write short notes on any Three. (i) (ii) (iii) (iv) (v)	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. Introduction to Commerce, Vikram, Amit, Atlantic Pub3. A Course Book on Business Environment, Cherunilam, Francis, Himalaya Pub4. Strategic Management, Kapoor, Veekkas, Taxmann5. Strategic Management, David, Fred R., Phi Learning6. Strategic Management, Bhutani, Kapil, Mark Pub.7. Entrepreneurship, Hisrich, Robert D, Mc Graw Hill8. Entrepreneurship Development, Sharma, K.C., Reegal Book Depot9. Service Marketing, Temani, V.K., Prism Pub10. Management of Service Sector, Bhatia, B S, V P Pub11. Introduction to E-Commerce, Dhawan, Nidhi, International Book House12. Introduction to Retailing, Lusch, Robert F., Dunne, Patrick M., Carver, James R., Cengage Learning13. Retailing Management, Levy Michael., Weitz Barton A, Tata McGraw Hill

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The final syllabus has been approved by the following BoS Members:

Dr. Adhir Vasant Ambavane - Head of the Department of Commerce

Mr. Manoj Arjun Sangare - Member – Faculty

Ms. Dhanvi Mehta - Member – Faculty

Dr. Kishori Bhagat - Vice-Chancellor Nominee

Mr. Sanjeev Shah - Industry / Corporate Sector

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

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

CA Kunal Sanil - Meritorious Alumnus



**DR. ADHIR AMBAVANE
CHAIRMAN – BOS**



**DR. KISHORI BHAGAT
VC – NOMINEE (BOS)**