

Preamble

1) Introduction

The Bachelor of Commerce (B.Com) program is designed at the heart of a dynamic and personalized educational journey of the students. The program is meticulously crafted curriculum goes beyond traditional academic boundaries, offering an array of specialized courses designed to empower each student with a diverse skill set and a competitive edge in the modern business landscape. In addition to the fundamentals subject that provide a comprehensive understanding of business, finance, accounting, management, marketing, and entrepreneurship, the program places a strong emphasis on growth and success of the students. Students will have the opportunity to tailor education to their aspirations and interests, with a range of vocational skill courses including Fundamentals of Startups, Business Etiquettes, Corporate Grooming, Negotiation Skills, Mall Management, Tourism Management, Business Leadership Skills, Sensory Marketing, Inventory Management, Quality Management, Social Media Marketing, Family Business Management, Finance for Non finance executives, Principles of investment, Human Resource Associate, Personnel Management and Basics of Healthy Work Environment. The NEP (2020) recognizes that each student is unique, and hence the Program aims to provide students not only with a solid academic foundation but also a plethora of practical, real-world skills to ensure their success in a rapidly evolving business world. The journey through the B.Com program now shall be more than just earning a degree; it shall unlock full potential of the students and prepare them for a rewarding and fulfilling career tailored to their individual passions and aspirations.

2) Aims and Objectives: -

Aim:

The program aims to provide students with a personalized and diverse educational experience, encompassing a wide range of specialized fields while aiming to equip them with practical skills and knowledge in commerce to excel in their unique career aspirations, fostering individual growth and success.

Objectives:

- To tailor education to individual needs and fostering a diverse skill set for success.
- To provide students with a well-rounded understanding of commerce, encompassing a wide range of specialized areas.
- To bridge the gap between academic knowledge and real-world applications with practical skills and knowledge.
- To equip students for diverse and rewarding career opportunities with VSC's.
- To Nurture personal and professional growth through a student-centric approach.
- To prepare students for a wide array of career opportunities while fostering their individual growth, ethical awareness, and ability to excel in the ever-evolving world of commerce.

3) Learning Outcomes

1. The Graduates will demonstrate a profound understanding of essential commerce subjects, enabling them to apply their knowledge effectively in real-world situations.
2. The Students will acquire practical skills in specialized areas, empowering them to implement strategies and solve complex problems in fields like Startups, Marketing, and Quality Management.
3. The learner will develop strong critical thinking skills and ethical decision-making abilities, essential for navigating the business world with integrity and foresight.
4. The program will instill a global perspective, preparing students to understand and engage in the international business environment.
5. The Program will enhance communication skills, enabling students to convey ideas and concepts clearly and professionally.
6. The Graduates will gain leadership and management skills, positioning them for leadership roles in various business and organizational settings.
7. The program will equip students with the knowledge and skills necessary for diverse career opportunities, fostering their preparedness for roles in entrepreneurship, marketing, finance, and the service sector.
8. The students will develop the ability to adapt to evolving business dynamics and industry trends, ensuring their continued relevance in the competitive job market.
9. The program will cultivate research and analytical skills, enabling graduates to gather and interpret data for informed decision-making.
10. The learners will adopt a customer-centric mindset, critical for success in fields such as Sensory Marketing and Social Media Marketing.
11. Graduates will be proficient in applying Quality Management principles to enhance business processes and product quality, contributing to operational efficiency and customer satisfaction.
12. The program allows students to specialize in specific fields like Mall Management or Tourism Management, positioning them for unique and fulfilling career paths.
13. Students will be well-versed in ethical business practices and corporate social responsibility, aligning with contemporary values in the business world.

4) Any other point (if any)

SEMESTER-I

MAJOR MANDATORY INTRODUCTION TO BUSINESS

PROGRAM	B.COM
SEMESTER	I
COURSE TITLE	INTRODUCTION TO BUSINESS
VERTICLE /CATEGORY	A/MAJOR MANDATORY (CORE)
COURSE LEVEL	4.5
COURSE CODE	
COURSE CREDIT	2
HOURS PER WEEK THEORY	2
HOURS PER WEEK PRACTICAL/TUTORIAL	NA

COURSE OBJECTIVE

This course provides an overview of the business, understanding and significance of the Business Environment, Project Planning and Business Strategy.

COURSE OUTCOMES

CO1: Learners will recognize the fundamental components of the business

CO2: Learners will be able to apply theoretical knowledge to real world scenarios within the Business Environment.

CO3: Learners would understand the concept and importance of project planning and would get hands on through case studies

CO4: To create comprehensive understanding among the learners about Business Strategies

ORGANISATION OF THE COURSE

UNIT NO	COURSE UNITS AT A GLANCE	TOTAL HOURS
1	Business and Business Environment	15
2	Project Planning and Business Strategies	15
TOTAL HOURS		30

COURSE DESIGN

COURSE UNIT TITLE 1: BUSINESS and BUSINESS ENVIRONMENT (15)

a. Business

Introduction - Traditional and Modern Concept of business., Functions, Scope and Significance of business. Objectives of Business: Steps in setting business objectives,

b. Business Environment

Concept and Importance of business environment, Constituents of Business Environment, Educational Environment and its impact, International Environment – Current Trends in the World, Climate change and its impact

PEDAGOGICAL APPROACH: Lecture Method, Case study and Assignments

COURSE UNIT TITLE 2 PROJECT PLANNING and BUSINESS STRATEGIES: (15)

a. Project Planning

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.

b. Business Strategy

Introduction :- Concept of Business strategy, New Trends in Business strategy: Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies

PEDAGOGICAL APPROACH: Lecture Method, Assignments and Case Studies

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, Veekas, Taxmann

Total 50 Marks: with 2 Credits
30 Marks External and 20 Marks Internal

30 Marks External

DURATION: 1 Hour

MARKS: 30

Any 2 out of 3

Q. 1 Answer the following (15 Marks)

- a.
- b.

Q. 2 Answer the following (15 Marks)

- a.
- b.

Q. 3 Answer the following (15 Marks)

- a.
- b.

20 Marks Internal
Any 4 out of 6

- | | |
|---------------------|------------|
| 1) Class Test | (05 Marks) |
| 2) Assignment | (05 Marks) |
| 3) Presentation | (05 Marks) |
| 4) Group Discussion | (05 Marks) |
| 5) Quiz | (05 Marks) |
| 6) Case Study | (05 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.

SEMESTER-II

MAJOR MANDATORY INTRODUCTION TO SERVICE SECTOR

PROGRAM	B.COM
SEMESTER	II
COURSE TITLE	INTRODUCTION TO SERVICE SECTOR
VERTICLE /CATEGORY	A/MAJOR MANDATORY (CORE)
COURSE LEVEL	4.5
COURSE CODE	
COURSE CREDIT	2
HOURS PER WEEK THEORY	2
HOURS PER WEEK PRACTICAL/TUTORIAL	NA

ORGANISATION OF THE COURSE		
UNIT NO	COURSE UNITS AT A GLANCE	TOTAL HOURS
1	Concept of Services and Recent Trends in Service Sector	15
2	Retailing and E-Commerce	15
TOTAL HOURS		30

COURSE DESIGN

Unit 1: Concept of Services and Recent Trends in Service Sector

- **Services**

Introduction: Meaning, Characteristics, Scope and Classification of Services –Importance of service sector in the Indian context. Services Mix, - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people. Opportunities and challenges in service sector.

- **Recent trends in service sector**

ITES Sector: Concept and scope of BPO, KPO, LPO and ERP. **Banking and Insurance-FDI** and its impact on Banking and Insurance Sector in India, **Logistics:** Net working – Importance – Challenges

PEDAGOGICAL APPROACH : Lecture, Case Study and Assignment

Unit 2: Retailing and E-Commerce

- **Retailing**

Introduction: Concept of organized and unorganized retailing , Trends in retailing, **Retail Format:** Store format, Non – Store format, Store Planning, design and layout **Retail Scenario:** Retail Scenario in India and Global context – Prospects and Challenges in India.

- **E-Commerce**

Introduction: Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce. **Types of E-Commerce:** Basic ideas and Major activities of B2C, B2B, C2C. **Present status of E-Commerce in India:** Transition to E-Commerce in India, E- Transition Challenges for Indian Corporates.

PEDAGOGICAL APPROACH:- Visit, Case Study Lecture

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
- Strategic Management, David, Fred R., Phi Leraning
- Strategic Management, Bhutani, Kapil, Mark Pub.
- Strategic Management, Bhutani, Kapil, Mark Pub.
- Entrepreneurship, Hisrich, Robert D, Mc Graw Hill
- Entrepreneurship Development, Sharma, K.C., Reegal Book Depot
- Service Marketing, Temani, V.K., Prism Pub • Service Marketing, Temani, V.K., Prism Pub
- Management Of Service Sector, Bhatia, B S, V P Pub

Total 50 Marks:30 Marks External and 20 Marks Internal
For Major Subject: 30 Marks with 2 Credits/ For Minor Subject with 2 Credits

30 Marks External

DURATION: 1 Hour

MARKS: 30

Any 2 out of 3

Q. 1 Answer the following (15 Marks)

- a.
- b.

Q. 2 Answer the following (15 Marks)

- a.
- b.

Q. 3 Answer the following (15 Marks)

- a.
- b.

20 Marks Internal

- | | |
|---------------------|------------|
| 1) Class Test | (05 Marks) |
| 2) Assignment | (05 Marks) |
| 3) Presentation | (05 Marks) |
| 4) Group Discussion | (05 Marks) |
| 5) Quiz | (05 Marks) |
| 6) Case Study | (05 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.