



**JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India.

**Affiliated to
University of Mumbai**

Program : F.Y.B.COM

Proposed Course : Introduction to Business & Service Sector

**Credit Based Semester and Grading System (CBCS) with
effect from the academic year 2018-19**

F.Y.B.COM Introduction to Business Syllabus

Academic year 2019-2020

Semester I			
Course Code	Course Title	Credits	Lectures /Week
CCOM101	Introduction to Business	3	3



Semester I – Theory

Course: CCOM101	Introduction to Business (Credits : 3 Lectures/Week: 3)	
	<p>Objectives: 1. to provide basic conceptual and applicative knowledge about business organizations 2. to develop the student's employability and entrepreneurial skills</p> <p>Outcomes: Understanding the nuances of business organization-its objectives, new trends, project planning & start-ups.</p>	
Unit 1	<p>INTRODUCTION TO BUSINESS Introduction: Concept, Functions, Scope and Significance of business, Traditional & Modern concept of business. Objectives of Business: Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives. New Trends in Business: Impact of Liberalization, Privatization & Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies</p>	15 lectures
Unit 2	<p>BUSINESS ENVIRONMENT Introduction: Concept and Importance of business environment, Inter- relationship between Business and Environment 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>	15 lectures
Unit 3	<p>Entrepreneurship Introduction: Concept and importance of entrepreneurship, Qualities of an Entrepreneur, Factors Contributing to Growth of Entrepreneurship. Types of Entrepreneurs: Social Entrepreneur, Women Entrepreneur, Intrapreneur. Idea Generation & Opportunity Evaluation: Methods/Modes of Idea Generation, converting idea to business opportunity. Business Model Canvas: Customer Segments, Customer Relationship, Value Proposition, Key Partners, Key Resources, Key Activities, Cost Structure, Revenue Streams Channels, Sources of Funds: Government agencies, Venture Capital, Angel Investor, Bootstrapping.</p>	15 lectures
<p>Textbook & References 1. Saleem Shaikh, 2011, Business Environment, Pearson. 2. Shukla M.B, 2012, Business Environment Text and Cases, Taxmann Publications Ltd.</p>		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

- (i) C.A.-I : Test – 20 Marks of 30 mins. duration
- (ii) C.A.-II : 20 Marks Project Work and Class Presentations

II. Semester End Examination (SEE)- 60 Marks

