

F.Y.B.Com
COMMERCE PAPER I:
BUSINESS DEVELOPMENT

SECTION I

- 1) Role and Importance of Business
- 2) Business Environment
- 3) Business Objectives
- 4) Setting up of Business unit
- 5) Restructuring and Growth Strategies

Case/ Case studies relating to the above topics

SECTION II

- 6) Banking
- 7) General Insurance
- 8) Transport and Communication
- 9) Tourism and Hospitality Industry
- 10) Retail Management
- 11) Business Process Outsourcing

Case/ Case studies relating to the above topics