

JAI HIND COLLEGE AUTONOMOUS



Syllabus for F.Y.BCom

**Course : Introduction to
Business & Service
Sector**

Semester : I

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: Advertising

Semester: I

SR. NO.	COURSE CODE	COURSE TITLE	NO. OF LECTURES / WEEK	NO. OF CREDITS
FYBCom				
1	CCOM101	Introduction to Business	03	03

Semester I – Theory

Course: CCOM101	Introduction to Business (Credits : 3 Lectures/Week: 3)	
	<p>Objectives:</p> <ol style="list-style-type: none"> 1. to provide basic conceptual and applicative knowledge about business organizations 2. to develop the student's employability and entrepreneurial skills <p>Outcomes:</p> <p>Understanding the nuances of business organization-its objectives, new trends, project planning & start-ups.</p>	
Unit 1	<p>INTRODUCTION TO BUSINESS</p> <p>Introduction: Concept, Functions, Scope and Significance of business, Traditional & 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: Impact of Liberalization, Privatization & Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies</p>	15 lectures
Unit 2	<p>BUSINESS ENVIRONMENT</p> <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>	15 lectures
Unit 3	<p>Entrepreneurship</p> <p>Introduction: Concept and importance of entrepreneurship, Qualities of an Entrepreneur, Factors Contributing to Growth of Entrepreneurship.</p> <p>Types of Entrepreneurs: Social Entrepreneur, Women Entrepreneur, Intrapreneur.</p> <p>Idea Generation & Opportunity Evaluation: Methods/Modes of Idea Generation, converting idea to business opportunity.</p> <p>Business Model Canvas: Customer Segments, Customer Relationship, Value Proposition, Key Partners, Key Resources, Key Activities, Cost Structure, Revenue Streams Channels,</p> <p>Sources of Funds: Government agencies, Venture Capital, Angel Investor, Bootstrapping.</p>	15 lectures
<p>Textbook & References</p> <ol style="list-style-type: none"> 1. Saleem Shaikh, 2011, Business Environment, Pearson. 2. Shukla M.B, 2012, Business Environment Text and Cases, Taxmann Publications Ltd. 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

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

- (i) C.A.-I :Test – 20 Marks of 40 mins. duration
- (ii) C.A.-II : Overview of International Trade & business 20 Marks

II. Semester End Examination (SEE)- 60 Marks

