

REVISED SYLLABUS FOR FY Bcom

COMMERCE PAPER 1

BUSINESS DEVELOPMENT :

SECTION 1

- 1) Role and Importance of Business
- 2) Business Environment
- 3) Business Objectives – Formulation – reconciliation of Economic and social Objectives
- 4) Setting up of Business Unit
- 5) Restructuring and growth Strategies

SECTION 11

- 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 above topics.