



JAI HIND COLLEGE

Basantsing Institute of Science & J. T. Lalvani College of Commerce
and Sheila Gopal Raheja College of Management.

Empowered Autonomous

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

**Affiliated to
University of Mumbai**

Bachelor of Commerce

Program: B.Com in Business Management

**Choice Based Credit System (CBCS) under NEP-2020
With effect from the academic year 2023-2024**

Syllabus as approved by Statutory Committees

LOCF Document

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**PRINCIPAL
JAI HIND COLLEGE
CHURCHGATE, MUMBAI-400 020.**



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Preamble

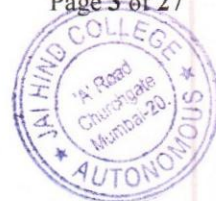
The Commerce Department at Jai Hind College was established in 1980 and is dedicated to offering Commerce courses within the B.Com, B.A, and B.Sc faculties. These courses are designed to equip students with professional competence in the field of Commerce, taking into account the evolving global landscape of Business and Industry.

In the first year of the B.Com program, students have the opportunity to specialize in Entrepreneurship, while Management becomes the focus in the second and third years of the B.Com program. Each course within B.Com and B.A is further divided into modules, each with specific objectives and outcomes.

The Commerce Department consists of four faculty members, each with expertise and specialization in areas such as Entrepreneurship, Management studies, Marketing, Export Marketing, Advertising, and Research. The faculty members actively engage in research activities and regularly publish their research papers in reputable National and International journals. They also remain highly engaged through workshops, seminars, and participation in Faculty Development Programs throughout the year.

In 2023, Jai Hind College was granted "Empowered Autonomous Status," allowing the Commerce Department the freedom to design a curriculum that aligns with the evolving industry expectations, particularly in light of the implementation of the New Education Policy (NEP). The Department benefits from an esteemed Board of Studies comprising Industry Experts, Academicians from top Business Institutes, IIM-C Graduates with roles such as Strategist head and Research Head, as well as Alumni. This board critically reviews and suggests frequent updates to the syllabi, and their meetings are held regularly.

The Evaluation of the students' progress is based on Continuous Evaluation I and II. Students are engaged in various activities such as Research projects, Case studies, Film Discussions, and Book Reviews as part of their Continuous Assessment - II. These activities not only prepare students to face real-world challenges but also enhance their interpersonal skills and critical thinking abilities.



Credit Framework

Types of Courses

Sr. No	Type of Course	Learner Category
1	Minor	Commerce Stream
2	SEC	Commerce Stream
3	OE	Arts/ Science Stream

Number of Courses and Credits

Type of Course	Number offered of each	Credits of each (Theory)
Minor	02	2
SEC	02	2 (Practical)
OE	04	2

Semester-wise Courses

Semester	Course Code	Course Title	Type of Course	No of Credits
I	JUCBM-MIN101	Business Studies	Minor	2
I	JUCBM-SEC101	Entrepreneurship	SEC	2
I	JUCBM-OE101	Entrepreneurship I	OE	2
I	JUCBM-OE102	E-Commerce I	OE	2
II	JUCBM-MIN201	Advanced Business Studies	Minor	2
II	JUCBM-SEC201	Advanced Entrepreneurship	SEC	2
II	JUCBM-OE201	Entrepreneurship II	OE	2
II	JUCBM-OE202	E-Commerce II	OE	2



Learning Outcome based Approach

The Bachelor's Degree in B. Com. (Business Management), awarded by the Department of Commerce, is a testament to a student's demonstrated achievement of outcomes encompassing knowledge, understanding, skills, attitudes, and values. These outcomes align with the academic criteria expected of graduates upon completing the program. The primary focus of the program's learning outcomes is to equip students with these attributes, especially in response to the evolving socio-economic landscape.

The Department of Commerce has meticulously designed the Learning Outcomes and Curriculum Framework (LOCF) for B. Com. (Business Management) by considering graduate attributes, qualification descriptors, program learning outcomes, and course learning outcomes. This framework serves as the foundation for syllabus development, ensuring a comprehensive and engaging knowledge delivery approach.

The program stands out by offering flexibility and innovation in various aspects, including:

Programme Design and Syllabi Development: The department has crafted a curriculum that is adaptable to changing needs and challenges in the business world.

Teaching-Learning Pedagogy: Innovative teaching methodologies are embraced, fostering dynamic and effective learning experiences.

Assessment of Student Learning: The program employs diverse assessment strategies to gauge students' comprehension and development.

Focus on Research: Students are encouraged to undertake research projects. These projects allow students to delve into specific topics of interest, apply research methodologies, collect data, and draw meaningful conclusions.

Graduate Attributes

Upon completing the CBCS-based B.Com program, students will develop a progressive mindset, acquiring a range of attributes, qualities, and skills. These include:

1. **Disciplinary Knowledge:** Students will gain comprehensive knowledge in finance, human resource management, marketing, international business, enabling them to address dynamic business challenges effectively.
2. **Critical Thinking:** Graduates will be trained to think critically and approach problem-solving comprehensively, analyzing real-life situations through case studies and offering



creative solutions.

3. **Communication Skills:** The program equips students with effective communication abilities, enabling them to convey information with impact.
4. **Cooperation and Teamwork:** The curriculum instills qualities of teamwork, cooperation, and solidarity, essential in today's competitive business world.
5. **Research Skills:** Students will acquire research competence, understanding both national and international perspectives and fostering entrepreneurial skills.
6. **Moral and Ethical Awareness:** The program promotes ethical behavior, discouraging unethical practices and facilitating character development.
7. **Lifelong Learning:** Students are encouraged to adopt a lifelong learning attitude, continuously expanding their knowledge and raising concerns.
8. **Information/Digital Literacy:** Technological proficiency is emphasized, with courses covering computerized accounting systems, digital applications, and cybersecurity awareness.

Programme Objectives

The Programme Objectives include:

1. To provide basic conceptual and applicative knowledge about business organizations.
2. To develop industry level skill-set with focus on employability.
3. To instill an entrepreneurial mindset through a unique methodology of teaching and learning.
4. To nurture students to develop leadership skills and become good corporate citizens.
5. To acquaint with conventional as well as contemporary areas in the discipline of Business, Marketing, Management and Exports.
6. To enable the students to think critically and develop problem solving skills.
7. To encourage a research culture among the students by undertaking various research projects.

Teaching Learning Process

The curriculum design for commerce-based courses within the B.Com Programme aims to disseminate current knowledge while developing students' capacity to utilize ideas and information critically. It also focuses on their ability to test these concepts and evidence effectively. The courses further aim to facilitate students' personal growth and their ability to



plan and manage their own learning journeys. To achieve these objectives, the program emphasizes innovative teaching methodologies and pedagogical tools rather than relying solely on traditional approaches. In alignment with the program's outcomes for B.Com, the recommended teaching methodologies encompass:

1. **Classroom Lectures:** Traditional classroom teaching remains a valuable method.
2. **Case Studies:** Real-world case studies are employed to provide practical context and insights.
3. **Practical Exercises:** Each course includes practical exercises that complement theoretical learning.
4. **Work Experience:** Internships and fieldwork provide students with valuable hands-on experience.
5. **Projects:** Students engage in project work to apply theoretical concepts in practical scenarios.
6. **Demonstrations:** Visual demonstrations enhance understanding.
7. **Group Work:** Collaborative group work fosters teamwork and diverse perspectives.
8. **Simulations:** Computer-based simulations create interactive learning experiences.
9. **Problem Solving:** Critical thinking and problem-solving skills are honed.
10. **Discussion and Debate:** Active discussions and debates encourage critical analysis.
11. **Role Play:** Role-playing exercises develop practical skills and empathy.
12. **Quizzes:** Regular quizzes assess understanding and retention of material.
13. **Research Presentations:** Students participate in seminars to enhance their presentation and research skills.

Each B.Com course, whether it's a Core or Elective Course, outlines specific teaching methods tailored to achieve the intended learning outcomes for that particular course.

Assessment Methods & Evaluation Scheme

The assessment pattern for Business Studies I & II as a minor subject in FYBCOM is as follows:

1. 25 marks for the Semester End Exam (SEE).
2. 25 marks for Continuous Assessment.

The assessment pattern for the Skill Enhancement Course (SEC) named Entrepreneurship for FYBCOM is:

1. 25 marks for the Semester End Exam (SEE).



2. 25 marks Continuous Assessment (Case study/Project)

For the Open Elective (OE) named Entrepreneurship and E-commerce for FYBA and FYBSC as optional subjects, the assessment pattern is:

1. 25 marks for the Semester End Exam (SEE).
2. 25 marks for Continuous Assessment.



FYBCom -Business Studies -Semester-I

JUCBM-MIN101	Course Title: Business Studies	Credits: 2 Lectures/Week: 2
Course description	Business studies is designed to provide students with a comprehensive understanding of the fundamental principles and practices of the business world. Students will develop essential skills in critical thinking, problem-solving, and decision-making, all of which are vital for success in the business world.	
Learning objectives	<ul style="list-style-type: none"> • To provide conceptual and applicative knowledge about business. • To develop the student's employability and interpersonal skills. 	
Course Outcomes	<ul style="list-style-type: none"> • Application of concepts of entrepreneurship for productivity and better profits of startup. • Focus on application of management principles and theories in start-up. • Demonstrate the ability to manage multicultural teams and ensuring coordination at workplace in start up. • Develop creative solutions and out of box thinking to solve marketing problems. • Use the right business ethics for better focus on business and technology issues and handling 	
	THEORY	(2 Lectures/week)
Unit-I	Introduction to Business	15
	<p>Concept, Functions, Scope and Significance of business, Traditional & Modern concept of business, Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives</p> <p><u>Evolution and Transition of Business:</u></p> <p>1.0) Barter system, Go Dhan, C2C exchange, Royals, full based coins, coinage system, printed currency (Sectorial development Primary, Secondary and Tertiary sector)</p> <p>2.0) Green revolution, White revolution, Evolution of business through Industrial Revolution 1990-1991 (Liberalisation, privatisation, globalisation) Industry v/s Commerce (trade and aids to trade) Plastic Money, Concept and Importance of business environment, Inter-relationship between Business and Environment (Micro and Macro business environment PSECTLED factors, Educational Environment and its impact, International Environment Business solutions to the Environmental problems.</p>	
Unit-II	Module 2- International Trade & E-Commerce	15
	<p>3.0) International Trade, ITO, GATT, WTO, Trade Blocs, (AOA, TRIMS, TRIPS, GATS) Introduction to Entrepreneurship (concept need importance, qualities) Strategy alternatives in the changing scenario, Growth strategy (Internal, External) Restructuring, Retrenchment, Stable growth strategy,</p>	



	<p>Turnaround strategies</p> <p>4.0) E-Commerce: Introduction, Meaning, Features, Categories, Advantages, Limitations, ESLC, Factors responsible for the growth of ecommerce in India, Customer segmentation, Targeting, Customer Loyalty, Retention, CRM, Successful Business Models.</p> <p>E-commerce Sales Channels</p> <p>1) Online Store Advantages, Disadvantages & Steps in Creation of an Online store. 2) Market places- Advantages, Disadvantages & Steps in Creation of a Marketplace Account. 3) Social Media integrated channel - Advantages, Disadvantages & Steps in Creation of a Social Media Marketplace Account. 4) E-commerce Aggregators -Advantages, Disadvantages & Steps in Creation of an aggregator Account. 5) Factors affecting the choice of an E-commerce sales channel</p> <p>E-commerce strategies- Marketing- PPC, social media, Affiliate, Email, Influencer, SEO, SEM Logistics-Self Owned Channel, Carrier Contract, Drop shipping, Fulfilment, Automated platform Electronic Payment Systems- Meaning, Types (Debit Cards, Credit Cards, E-Wallets, Net Banking, UPI & Cryptocurrency). E-Commerce Security- E-commerce Security Concerns, E-commerce Security tools, Forms of security threats to E-commerce, E-commerce security best practices.</p>																										
	<p>Evaluation Scheme</p> <p>I. Continuous Assessment (C.A.) - 25 Marks II. Semester End Examination (SEE)- 25 Marks</p> <p>Blooms Taxonomy for Semester End Exam</p> <table border="1" data-bbox="384 1339 1224 1742"> <thead> <tr> <th>UNIT</th> <th>KNOWLEDGE</th> <th>UNDERSTANDING</th> <th>APPLICATION</th> <th>TOTAL MARKS</th> </tr> </thead> <tbody> <tr> <td>I</td> <td>3</td> <td>06</td> <td>03</td> <td>12</td> </tr> <tr> <td>II</td> <td>4</td> <td>05</td> <td>04</td> <td>13</td> </tr> <tr> <td>TOTAL MARKS PER OBJECTIVE</td> <td>7</td> <td>11</td> <td>07</td> <td>25</td> </tr> <tr> <td>% WEIGHTAGE</td> <td>28%</td> <td>44%</td> <td>28%</td> <td>100</td> </tr> </tbody> </table>	UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS	I	3	06	03	12	II	4	05	04	13	TOTAL MARKS PER OBJECTIVE	7	11	07	25	% WEIGHTAGE	28%	44%	28%	100	
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FYBCom –Advanced Business Studies -Semester-II

JUCBM-MIN201	Course Title: Advanced Business Studies	Credits: 2 Lectures/Week: 2
Course description	The course is focused on creating basic conceptual and application skills in students for increasing the application of management principles to solve complex business issues.	
Learning objectives	<ul style="list-style-type: none"> • To introduce students with the concept of services and the integration and application of marketing mix with the service sector • To bring forth the knowledge of different types of service sectors with its nuances. 	
Course Outcomes	<ul style="list-style-type: none"> • To make the students familiar with the different aspects of the service sector and to face the unique challenges of the service sector in relation to marketing mix. • Students learn the dominant differentiation between the different services and the challenges that each face. 	
	THEORY	(2 Lectures/week)
Unit I	Service Sector	15
	<ul style="list-style-type: none"> •Introduction to Services: Meaning, characteristics, challenges, scope of services, factors contributing to the growth of service sectors in India. •Entrepreneurship and Service Sector •Type and Classification of service sector. •Importance of service sector with reference to Indian Markets. (Rural v/s Urban v/s International) •Domestic v/s International Service Sector •Marketing Mix Services: Consumer expectations, Services Mix, - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people, SLC (life cycle), SWOT Analysis •Service Quality- Meaning, SERQUAL Model, GAP analysis, ways to manage quality in services, Customer Service, Complaint Handling and Service Recovery. •Trends in Service Sector: ITES Sector: Concept and scope of BPO, KPO, LPO and ERP, FDI and its impact on India •Role of AI (Transform and Transitions) in AIS sector <p>Suggested Case lets of Sunrise Industries Suggested Case lets of various contemporary service industries (Nyka, Zomato, Urban Clap & Netflix)</p>	
Unit-II	Retail and Supply Chain Management	15
	Introduction: Concept of organized and unorganized retailing, Trends in retailing,	



	<p>growth of organized retailing in India.</p> <p>Retail Strategies: Developing retail strategies, Survival strategies for unorganized Retailers, retail value chain</p> <p>Buying Behaviour: Consumer Psychology, Behaviour patterns (strategies used to increase spending and frequency of purchase)</p> <p>Retail Format: Store format, Non-store format, Store Planning, design and layout.</p> <p>Retail Scenario: Retail Scenario in India and Global context – Prospects and Challenges in India. Mall Management – Retail Franchising. FDI in Retailing, Careers in Retailing.</p> <p>Emerging Trends in Retail- I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels, Green Retailing, Airport Retailing, Modernisation of Airports, Kiosks, Retail Mobility,</p> <p>Green Retailing: Need, Importance, Advantages, Challenges.</p> <p>Supply Chain Management: Need, Importance, Challenges, Role of AI. (procurement to delivery)</p> <p>Case lets on Green Stores, K Hospitality</p>																										
	<p>Evaluation Scheme</p> <p>I. Continuous Assessment (C.A.) - 25 Marks</p> <p>II. Semester End Examination (SEE)- 25 Marks</p> <p>Blooms Taxonomy for Semester End Exam</p> <table border="1" data-bbox="357 1016 1219 1442"> <thead> <tr> <th>UNIT</th> <th>KNOWLEDGE</th> <th>UNDERSTANDING</th> <th>APPLICATION</th> <th>TOTAL MARKS</th> </tr> </thead> <tbody> <tr> <td>I</td> <td>3</td> <td>06</td> <td>03</td> <td>12</td> </tr> <tr> <td>II</td> <td>4</td> <td>05</td> <td>04</td> <td>13</td> </tr> <tr> <td>TOTAL MARKS PER OBJECTIVE</td> <td>7</td> <td>11</td> <td>07</td> <td>25</td> </tr> <tr> <td>% WEIGHTAGE</td> <td>28%</td> <td>44%</td> <td>28%</td> <td>100</td> </tr> </tbody> </table>	UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS	I	3	06	03	12	II	4	05	04	13	TOTAL MARKS PER OBJECTIVE	7	11	07	25	% WEIGHTAGE	28%	44%	28%	100	
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References:	<ol style="list-style-type: none">1. Saleem Shaikh, 2011, Business Environment, Pearson.2. Shukla M.B, 2012, Business Environment Text and Cases, Tax mann Publications Ltd.3. Robert D, Hisrich, 2007, Entrepreneurship, 6th Edition, Tata McGraw-Hill Publishing Company Limited.4.E-commerce application Tata Mc Graw-Hill Publishing
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Open Elective Courses

JUCBM- OE-101	Course Title: Entrepreneurship-I	Credits: 2 Lectures/Week : 2
Course description	The course is focused on creating a learning system through which systems can acquaint themselves of starting new ventures and enhance creativity.	
Learning objectives	<ul style="list-style-type: none"> • To apply the strategies, plans & techniques of marketing/exports to improve productivity & profits of any organization. • To Practice the management principles and theories in their workplace. • To function as an effective leader by working in multidisciplinary teams and diverse settings. • To Use the business acumen gained in practice by having their own start-ups. • To Exhibit and practice the applicability of ethics in all functional areas of business and technology. 	
Course Outcomes	<ul style="list-style-type: none"> • Application of concepts of entrepreneurship for productivity and better profits of startup. • Focus on application of management principles and theories in start-up. • Demonstrate the ability to manage multicultural teams and ensuring coordination at workplace in start up. • Develop creative solutions and out of box thinking to solve marketing problems. • Use the right business ethics for better focus on business and technology issues and handling 	
	THEORY	(2 Lectures/ week)
	Module1-IntroductiontoEntrepreneurship	15
Unit-I	<ul style="list-style-type: none"> • Introduction to Entrepreneurship: Concept and importance of entrepreneurship, Qualities of an Entrepreneur, factors contributing to the growth of entrepreneurship. • Types of Entrepreneurs: <ul style="list-style-type: none"> a) Social Entrepreneur - meaning, characteristics of a social entrepreneur, Successful social entrepreneurs. 	



	<p>b) Women Entrepreneur-Meaning, Scope of entrepreneurship among women, Challenges faced by women entrepreneurs, Successful women entrepreneurs.</p> <p>c) Intrapreneur - Meaning, Characteristics of Intrapreneurs, Reasons for Promoting Intrapreneurs in Organisation, Intrapreneurs as Dreamers and Change Agents, Similarities and Economic Differences between Entrepreneur and Intrapreneur.</p>																										
Unit-II	Module2 – Idea Generation & Opportunity Evaluation	15																									
	<ul style="list-style-type: none"> Idea Generation-Understanding creativity and its role in entrepreneurship, Techniques for stimulating and generating new ideas. Opportunity Evaluation – Recognizing and defining entrepreneurial opportunities, Market research and analysis techniques, identifying trends and gaps in the market, Assessing market demand and potential profitability. Customer Analysis-Understanding customer needs, wants, and preferences, Methods for gathering customer insights, developing customer person as and segmentation. Feasibility assessment-Evaluating the feasibility of business ideas, Assessing the market potential and competition, Analysing industry trends and dynamics, Identifying and Mitigating risks and challenges. 																										
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JUCB M-OE- 201	Course Title: Entrepreneurship-II	Credits: 2 Lectures/Week: 2
Course description	The course is focused on creating a learning system through which systems can acquaint themselves of starting new ventures and enhance creativity.	
Learning objectives	<ul style="list-style-type: none"> To provide students with practical knowledge and tools for idea generation, opportunity recognition, and problem-solving in entrepreneurial contexts. To foster students' ability to conduct market research, analyze industry trends, and identify target customer segments. 	
Course Outcomes	<ul style="list-style-type: none"> Apply critical thinking and creativity in problem-solving and decision-making for entrepreneurial challenges. Communicate effectively through oral and written presentations, demonstrating the ability to articulate business ideas and strategies. 	
	THEORY	(2 Lectures/ week)
	Module1-BusinessModelCanvas	15
Unit-I	<ul style="list-style-type: none"> Introduction to the Business Model Canvas (BMC): Understanding the components and purpose of the BMC. Value proposition: Identifying and defining the unique value offered to customers. Customer segments: Segmenting target customers and understanding their needs and preferences. Channels and customer relationships: Designing distribution channels and building relationships with customers. Revenue streams: Developing revenue models and pricing strategies. Key activities, resources, and partners: Identifying the key activities, resources, and partnerships required for business operations. Case studies illustrating the application of the BMC in real-World business models. 	
Unit-II	Module 2-Financing Entrepreneurial Ventures, Legal protections & Presentations	15
	<ul style="list-style-type: none"> Sources of funding for start-ups Boot strapping and self-financing options, Venture capital and angel investors, Crowd funding and alternative financing models, Financial forecasting and valuation. Legal Protection – Intellectual Property Rights, Types. Pitching & Investor Presentations-Crafting an effective elevator pitch, 	



	Crafting a Venture Capital Pitch deck, Storytelling techniques for presenting entrepreneurial ideas, Investor presentations and negotiations, Communication skills For pitching and networking.																													
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JUCBM- OE102	Course Title: E-Commerce- I	Credits: 2 Lectures/Week: 2
Course description	E-commerce course provides students with a comprehensive understanding of the principles, strategies, and practices of conducting business in the digital marketplace. The course aims to equip students with the practical knowledge and skills necessary to navigate the rapidly evolving e-commerce environment and leverage its potential for business growth and innovation.	
Learning objectives	<ul style="list-style-type: none"> To provide a foundational understanding of e-commerce concepts and functions. Equip students with the practical skills to apply e-enterprise concepts, design user-centered websites, and leverage web technologies for effective online business management. 	
Course Outcomes	<ul style="list-style-type: none"> To gain practical knowledge and skills necessary to establish, manage, and optimize online businesses successfully. To navigate the challenges and opportunities presented by the evolving digital marketplace. 	
	THEORY	(2 Lectures/week)
	Unit – I: Introduction to E-Commerce	15
1.	Introduction to E-commerce - Meaning of E-commerce, Evolution/History of E-commerce, Functions & Scope of E-commerce, Benefits of E-commerce, Challenges of E-commerce, Business Models of E-commerce	
2.	Models of E-commerce - Characteristics of B2B, Need & Importance of B2B, Characteristics of B2C, Process of B2C, Characteristics of B2G, Other Models of E-commerce, E-commerce sales life cycle (ESLC)	
	Unit – II: Introduction to E-enterprise	15
1.	Introduction E-enterprise - Meaning E-enterprise, Benefits & limitations of E-enterprise, Comparison between conventional & E-organisation, Managing the E-enterprise	
2.	Internet & web technologies - Reason for building own website, Benefits of a website, Principles of User-Centered Design, Process of developing a website, E-commerce platforms, Mobile & social commerce	



Evaluation Scheme
I. Continuous Assessment (C.A.) - 25 Marks
II. Semester End Examination (SEE)- 25 Marks

Blooms Taxonomy for Semester End Exam

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2.5	05	05	12.5
II	2.5	05	05	12.5
TOTAL MARKS PER OBJECTIVE	5	10	10	25
% WEIGHTAGE	20	40	40	100

References:

1. Kenneth C. Laudon, Carol Guercio Traver, (2019), E-commerce: Business, Technology, Society, Pearson Education.
2. David Whiteley, (2017), E - Commerce: Strategy, Technologies and Applications, McGrawHill Education.



JUCBM- OE202	Course Title: E-Commerce- II	Credits: 2 Lectures/Week: 2
Course description	This course explores effective e-commerce strategies where students will learn to develop and implement strategies that drive online sales, enhance customer experience, and optimize supply chain management. Through case studies and practical exercises, participants will gain valuable insights into the dynamic world of e-commerce and emerge with a comprehensive understanding of successful online business strategies.	
Learning objectives	<ul style="list-style-type: none"> • To provide a foundational understanding of e-commerce strategies. • To comprehensively design e-commerce strategies encompassing customer engagement, and supply chain optimization to effectively drive online sales and business growth. 	
Course Outcomes	<ul style="list-style-type: none"> • Demonstrate proficiency in developing and implementing e-commerce strategies that encompass market analysis, customer experience enhancement, and supply chain optimization. • Adapt to evolving e-commerce trends and proactively innovate strategies in response to changing market dynamic. 	
	THEORY	(2 Lectures/week)
	Unit – I: E-commerce Marketing Strategies I	15
1.	E-commerce Value Proposition & Differentiation- Creating unique value propositions in the digital marketplace, Positioning strategies & brand differentiation, Customer experience & satisfaction in e-commerce	
2.	E-commerce Marketing & Promotion Strategies – Digital marketing channels & tactics, Search engine optimization (SEO)& search engine marketing (SEM), Social media marketing & influencer strategies, Content marketing & storytelling in e-commerce	
	Unit – II: E-commerce Marketing Strategies II	15
1.	E-commerce Sales & Conversion Strategies - Online sales funnel & customer journey mapping, Conversion rate optimization (CRO) techniques, Pricing strategies & promotional offers, Cross-selling & upselling strategies	
2.	E-commerce Customer Relationship Management -Building & nurturing customer relationships in e-commerce, Customer segmentation & targeting, Personalization & customization strategies, Loyalty programs & customer retention strategies.	



Evaluation Scheme**I. Continuous Assessment (C.A.) - 25 Marks****II. Semester End Examination (SEE)- 25 Marks**

Blooms Taxonomy for Semester End Exam

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2.5	05	05	12.5
II	2.5	05	05	12.5
TOTAL MARKS PER OBJECTIVE	5	10	10	25
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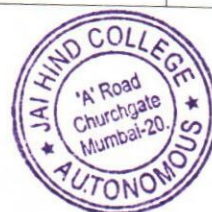
References:

1. Kenneth C. Laudon, Carol Guercio Traver, (2019), E-commerce: Business, Technology, Society, Pearson Education.
3. David Whiteley, (2017), E - Commerce: Strategy, Technologies and Applications, Mc GrawHill Education.



SKILL ENHANCEMENT COURSES

JUCBM- SEC101	Course Title: ENTREPRENEURSHIP	Credits: 2 Lectures/Week: 2
Course description	Entrepreneurship plays an influential role in the economic growth and development of the country. As the world economy is changing so is the dynamism of the business world. The aim of this course is to instill and kindle the spirit of Entrepreneurship amongst students. The idea of this course is to create “job providers rather than job seekers”.	
Learning objectives	<ol style="list-style-type: none"> 1. Entrepreneurship program teaches you the knowledge and skills you require through a combination of theory and practical activities. 2. To develop the student's employability and entrepreneurial skills 3. These include hands-on workshops and seminars by industry experts and practicing entrepreneurs. We combine an academically rigorous curriculum with a ‘learning by doing’ approach facilitated by mentors, peers and industry practitioners. 4. Deep understanding and insights for entrepreneurs looking to jumpstart their business. 	
Course Outcomes	<p>Understanding the nuances of business organization-its objectives, new trends, project planning & start-ups.</p> <p>Designed to instill the knowledge, skills needed to thrive in an entrepreneurial environment. essential tools to break down complex problems and generate viable solution, Practical enabled experiential learning</p>	
	THEORY Entrepreneurship Development	(2 Lectures/week)
	<p>Unit – I: Introduction to Entrepreneurship:</p> <ul style="list-style-type: none"> • Meaning, Concept, Functions, Role, Need and Importance, Qualities, Challenges, Competencies and Characteristics, Advantage and Limitations /Barriers of Entrepreneurship. • The power of Risk taking and types of entrepreneurs: Based on the Business Type, Technology, Ownership, Gender, Enterprise size, other styles Clarence Danhof, Idealist, Innovators, Imitators, Hustler Entrepreneur, Researcher, The Digital Nomad. The Legacy. Technopreneur ship, Cyberpreneurship, Fabian, Drone Rural, Women, Social Entrepreneurs (Ecopreneurship, Eco-innovations, Green-economy) Entrepreneurial Values, Attitudes and Motivation, Business Ethics Ethical Entrepreneurship, Social Responsibility of business <p>Case studies: Unethical business, case lets from oxford and Cam bridge research data</p>	15



	<p>Case Studies Vegetarian Eggs, Cochin Solar Airport, Ginger Ice Cream and V-Toffees.</p> <ul style="list-style-type: none"> • Traditional & Modern entrepreneurs, The Indian Scenario Family business entrepreneurs. Intrapreneur and its role as agent of change. Role of Innovation and Creativity • Case study/ Project: Entrepreneurial Success Stories of various Industries E.g., Gaming industry, AI CHAT GPT. Zoho etc. • Process/steps involved in entrepreneurship, Search for a new Idea, Preliminary assessment of Idea, Detailed analysis of promising Idea, Selection of the most promising Idea Assembling the Resource and Personnel, determining size of unit, deciding location of Business & Planning Layout, Sound Financial Planning (sources of funds) Launching the Enterprise. 	
	<p>Unit – II: Entrepreneurial Journey and Business Plan:</p> <p>Resource Mobilization Types of Resources – Physical, Human, Financial and Intangible. Role of Technology – E-commerce and social media, paradigm shift of Advertising and Marketing strategy for young entrepreneurs</p> <p>Driving innovation and new ventures in established organizations, Opportunity Evaluation: Methods/Modes of Idea Generation, converting brain wave to business opportunity. Business SWOT Analysis, launching a start-up challenges, Relaunch of sick units, digital transformation leverage technology to innovate your business attitudes and motivation, unicorn business, Reverse brain drain. Case lets on Make in India and Shark tank</p> <p>Business Model Canvas (BMC): Customer Segments, Customer Relationship, Value Proposition, Key Partners, Key Resources, Key Activities, Cost Structure, Revenue Streams Channels.</p>	15



Evaluation Scheme**I. Continuous Assessment (C.A.) - 25 Marks**

C.A.-II: Project Work and Class Presentations for 25 Marks

II. Semester End Examination (SEE)- 25 Marks

Blooms Taxonomy for Semester End Exam

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
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II	2.5	05	05	12.5
TOTAL MARKS PER OBJECTIVE	5	10	10	25
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References:

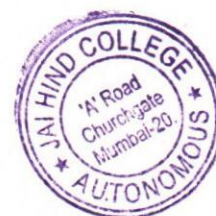
1. Saleem Shaikh, 2011, Business Environment, Pearson.
2. Shukla M.B, 2012, Business Environment Text and Cases, Taxmann Publications Ltd.
3. Robert D, Hisrich, 2007, Entrepreneurship, 6th Edition, Tata McGraw-Hill Publishing Company Limited.
4. David A. Kirby, "Entrepreneurship" Tata McGraw Hills
5. Jasmer Singh Sain, Entrepreneurship and small Business" Deep and Deep publication
6. Shankar Raj, "Entrepreneurship Theory and Practice" Vijay Nicole Imprints Pvt Ltd.
7. Khanka, S.S, "Entrepreneurship Development", S. Chand & company



	<ul style="list-style-type: none"> • Management and Entrepreneurship (PODC), Mission, Vision and Strategy formulation. • Global entrepreneurs' future of entrepreneurship. Case studies: Indian entrepreneurs gone Global • New generations of Entrepreneurs: The generation code: (Traditionalist to I Gen, Alpha Gen) • Role of ethics and culture in modern entrepreneurship, change in demand and customer needs, user-cantered solution, gig economy (gig economy case: Uber) • Design thinking for entrepreneur, concept stages, need and importance, essential tools for design thinking Case lets of design thinking: Netflix and • Airbnb Sectorial Entrepreneurs (Agridpreneurship, Edupreneurship, Health Medical, Tourism, AI, IT, Quantum Computing entrepreneurship, other sectors) New India Social entrepreneurs Case study sector wise: "Invest India" (National investment promotion and facilitation agency) Case study: Business Opportunities in the Contest of Maharashtra and Sectorial Industry wise entrepreneurs) Entrepreneurship jargons and glossary (Accelerator, Fledgling, Accelerators are different from <u>incubators</u>FintechPivot, SaaS, Virtual Elevator Pitch, Minimum Viable Product) 	
	<p>Unit – II: Entrepreneurship Finance</p> <ul style="list-style-type: none"> • Support structure for promoting entrepreneurship Business Incubation, Incubators as funding start-up, Government initiatives, Generation and Screening of Project Ideas, Creativity and entrepreneurship, Sources of Funds: Government agencies, Venture Capital, Angel Investor, Bootstrapping, Crowd funding, Pitch deck for VC • Entrepreneurship finance and stock listing Sectorial Indices NSE, 	15



JUCBM-SEC 201	Course Title: ADVANCED ENTREPRENEURSHIP	Credits: 2 Lectures/Week: 2
Course description	<p>College curriculum is a dynamic process. It continuously evolves itself reflecting the needs and aspirations of learners. In recent times, our society is influenced by knowledge creation and technological advancements. Competencies affecting Innovation and creativity have become important in all walks of life, including business context. This makes entrepreneurship education even more important for enhancing quality of life.</p> <p>Entrepreneurship plays an influential role in the economic growth and development of the country. As the world economy is changing so is the dynamism of the business world. The aim of this course is to instill and kindle the spirit of Entrepreneurship amongst students. The idea of this course is to create "job providers rather than job seekers".</p>	
Learning objectives	<p>To develop Entrepreneurial mindset among College Students.</p> <ul style="list-style-type: none"> <input type="checkbox"/> To encourage students to opt for self-employment as a viable option for earning Dignified means of living. <input type="checkbox"/> To enable students to appreciate the dynamic changes happening in the economy. <input type="checkbox"/> To acquaint the students about the role of Entrepreneurship in the growth and economic development of the nation. <input type="checkbox"/> To promote Entrepreneurship as life-skills to improve quality of life, skills of creation and management of entrepreneurial pursuits. 	
Course Outcomes	<p>Entrepreneurship development is the means of enhancing the knowledge and skill of entrepreneurs through several classroom coaching and programs, and training. The main point of the development process is to strengthen and increase the number of entrepreneurs.</p> <p>This entrepreneur development process helps students or their ventures get better in achieving their goals, entrepreneurship development process is about supporting entrepreneurs to advance their skills with the help of training and coaching classes. It encourages them to make better judgments and take a sensible decision for all business activities.</p>	
	THEORY Entrepreneurship Development	(2 Lectures/week)
	Unit – I: Global and Contemporary Entrepreneurship:	15
1.	<ul style="list-style-type: none"> • Meaning, Concept, ED Process (Discover, Evaluation., Developing a Plan, Resources., Managing the company, Harvesting) 	



	<ul style="list-style-type: none"> Indian financial system, IPO (issue, offer) prospectus, Process CRA's, Primary market Secondary market BSE, NSE, SEBI, Stock Market Terms, Brokers sub brokers, BOLT, Shares (group) Underwriters, Jobbers, Speculators, Shareholders, Portfolio manager. 	
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Evaluation Scheme

I. Continuous Assessment (C.A.) - 25 Marks

C.A.-II : Project Work and Class Presentations for 25 Marks


II. Semester End Examination (SEE)- 25 Marks

Blooms Taxonomy for Semester End Exam

UNIT	KNOWLEDG E	UNDERSTANDIN G	APPLICATIO N	TOTA L MARK S
I	2.5	05	05	12.5
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**Refer
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<https://www.investindia.gov.in/sectors>
<https://digital.com/business-ideas/>
<https://www.nseindia.com/products-services/indices-sectoral>
<https://www.goodwall.io/blog/entrepreneur-glossary/>
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1. Saleem Shaikh, 2011, Business Environment, Pearson.
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 3. Robert D, Hisrich, 2007, Entrepreneurship, 6th Edition, Tata McGraw-Hill Publishing Company Limited.
 4. David A. Kirby, " Entrepreneurship " Tata McGRaw Hills
 5. Jasmer singh Sain, Entrepreneurship and small Business" Deep and Deep publication
 6. Shankar Raj, "Entrepreneurship Theory and Practice" Vijay Nicole Imprints Pvt ltd.
 7. Khanka, S.S, "Entrepreneurship Development", S. Chand & company
 8. Vasant Desai, "Fundamentals of Entrepreneurship "Himalaya Publishing House.,


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