

University of Mumbai

**Revised Syllabus
and
Question Paper Pattern
of Courses of
Bachelor of Commerce (B.Com.)
Programme
First Year
*Semester I and II***

**Under Choice Based Credit, Grading
and Semester System**

(To be implemented from Academic Year- 2022-2023)

Faculty of Commerce

Bachelor of Commerce (B.Com.) Programme

Under Choice Based Credit, Grading and Semester System

Course Structure

F.Y.B.Com.

(To be implemented from Academic Year- 2022-2023)

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
1	Elective Courses (EC)		1	Elective Courses (EC)	
1A	Discipline Specific Elective(DSE)Courses		1A	Discipline Specific Elective(DSE)Courses	
1	Accountancy and Financial Management - I	03	1	Accountancy and Financial Management - II	03
1B	Discipline Related Elective(DRE)Courses		1B	Discipline Related Elective(DRE)Courses	
2	Commerce - I	03	2	Commerce - II	03
3	Business Economics - I	03	3	Business Economics - II	03
2	Ability Enhancement Courses (AEC)		2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulsory Courses (AECC)		2A	Ability Enhancement Compulsory Courses (AECC)	
4	Business Communication - I	03	4	Business Communication - II	03
5	Environmental Studies - I	03	5	Environmental Studies - II	03
2B	*Skill Enhancement Courses (SEC)		2B	**Skill Enhancement Courses (SEC)	
6	Any one course from the following list of the courses	02	6	Any one course from the following list of the courses	02
3	Core Courses (CC)		3	Core Courses (CC)	
7	Mathematical and Statistical Techniques - I	03	7	Mathematical and Statistical Techniques - II	03
Total Credits		20	Total Credits		20

*List of Skill Enhancement Courses (SEC) for Semester I (Any One)		**List of Skill Enhancement Courses (SEC) for Semester II (Any One)	
1	Foundation Course - I	1	Foundation Course - II
2	Foundation Course in NSS - I	2	Foundation Course in NSS - II
3	Foundation Course in NCC - I	3	Foundation Course in NCC - II
4	Foundation Course in Physical Education - I	4	Foundation Course in Physical Education - II

Note: Course selected in Semester I will continue in Semester II

Bachelor of Commerce (B.Com.) Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2022-2023)

Semester I

**Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2022-2023**

**Elective Courses (EC)-
Discipline Related Elective (DRE) Courses**

Commerce I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Business	12
2	Business Environment	11
3	Project Planning	12
4	Entrepreneurship	10
Total		45

Course Outcome:

CO1: Explain concept of Business , Objectives of Business and New Trends in Business.

CO2: List Constituents of Business Environment, Impact of WTO and Trading Blocs.

CO3: Discover Project Planning, Promotion of Business Unit and statutory Requirement in promoting Business Unit.

CO4: Develop Competencies of Entrepreneurship.

Sr. No.	Modules / Units
1	Business and Business Environment
	<p>Introduction: Concept, Functions, challenges of business. Traditional and Modern Concept of business. Steps in setting business objectives, classification of business objectives.</p> <p>Business Environment: Concept and Importance of business environment, Inter-relationship between Business and Environment, Constituents of Business Environment, PESTEL Analysis.</p> <p>International Environment –Introduction to International Business and significance of International Business, WTO and Trading Blocs and their impact on Indian Business.</p>
2	Project Planning
	<p>Introduction: Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importance</p> <p>Business Unit Promotion: Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion.</p> <p>Statutory Requirements in Promoting Business Unit: Licensing and Registration procedure, Filing returns and other documents, Other important legal provisions.</p>
3	Entrepreneurship
	<p>Introduction: Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur</p> <p>The Entrepreneurs: Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India.</p> <p>Women Entrepreneurs: Problems and Promotion.</p>
4	New Trends in Business and Strategy alternative in changing scenario
	<p>New Trends in Business: Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies</p> <p>Strategies for going Global: MNC, TNC, FDI</p> <p>Contemporary Aspects in Business: concept and scope of CSR, Corporate Governance and its' impact.</p>

Bachelor of Commerce (B.Com.) Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2022-2023)

Semester II

**Revised Syllabus of Courses of B.Com. Programme at Semester II
with Effect from the Academic Year 2022-2023**

**Elective Courses (EC)-
Discipline Related Elective(DRE) Courses**

2. Commerce II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Concept of Services	12
2	Retailing	12
3	Recent Trends in Service Sector	10
4	E-Commerce	11
Total		45

Course Outcome:

CO1: Explain Concept of service, Marketing Mix for Services and service strategies

CO2: Summarize Retailing, its format and Retail scenario.

CO3: Compare Recent Trends and Conventional Trends in the Service Sector namely ITES sector, Banking Sector and Logistics.

CO4: Evaluate E-Commerce, its Types and Models.

Sr. No.	Modules / Units
1	Concept of Services

	<p>Introduction: Meaning, Characteristics, Scope and Classification of Services – Importance and Challenges of service sector in the Indian</p> <p>Marketing Mix Services: Consumer expectations, Services Mix, - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people</p> <p>Service Marketing : Concept, Service Marketing Triangle, Role of Service in Modern Economy, Goods v/s Service Marketing.</p>
2	Retailing
	<p>Introduction: Concept of organized and unorganized retailing , Trends in retailing, growth of organized retailing in India, Survival strategies for unorganized Retailers.</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>
3	Recent Trends in Service Sector
	<p>ITES Sector: Concept and scope of BPO, KPO, LPO and ERP.</p> <p>Banking Sector: Methods of E-Payment (Debit & Credit Cards, Smart Cards, E-Wallets ,NEFT ,RTGS) Payment Gateways , online banking and M- Banking (Importance and risk involved), FDI and its impact on Banking in India, Insurance- Features, Principles, Types, Opportunities and Challenges. IRDA</p> <p>Logistics: Net working – Importance – Challenges-Trends in Logistics</p>
4	E-Commerce
	<p>Introduction: Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce</p> <p>Types of E-Commerce: Basic ideas and Major activities of B2C,B2B, C2C.</p> <p>Present status of E-Commerce in India: Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates , Government E-Market place, World Wide Web- Concept of Web Server, Web Site, Web page, Principles of Website Design.</p>

Semester I and II
with effect from the Academic Year 2022-2023

Reference Books

Commerce I

- *Business Organisation Management Maheshwari, Rajendra P, Mahajan, J.P., International Book House*
- *Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House*
- *Introduction To Commerce, Vikram, Amit, Atlantic Pub*
- *A Course Book On Business Environment, Cherunilam, Francis, Himalaya Pub*
- *Business Environment, Cherunilam, Francis, Himalaya Pub*
- *Essentials Of Business Environment, Aswathappa, K., Himalaya Pub*
- *Essentials Of Business Environment, Aswathappa, Himalaya Pub*
- *Strategic Management, Kapoor, Veekkas, Taxmann*
- *Strategic Management, David, Fred R., Phi Learning*
- *Strategic Management, Bhutani, Kapil, Mark Pub.*
- *Strategic Management, Bhutani, Kapil, Mark Pub.*
- *Entrepreneurship, Hisrich, Robert D, Mc Graw Hill*
- *Entrepreneurship Development, Sharma, K.C., Reegal Book Depot*

Commerce II

- *Service Marketing, Temani, V.K., Prism Pub*
- *Service Marketing, Temani, V.K., Prism Pub*
- *Management Of Service Sector, Bhatia, B S, V P Pub*
- *Introduction To E – Commerce, Dhawan, Nidhi, International Book House*
- *Introduction To Retailing, Lusch, Robert F., Dunne, Patrick M., Carver, James R., Cengage Learning*
- *Retailing Management, Levy Michael., Weitz Barton A, Tata Mcgraw Hill*

COMMERCE PAPER I & II

SEMESTER – I & II

W.E.F. 2022-2023

Q.1 Write any Two out of Four **15**

A)

B)

C)

D)

Q.2 Write any Two out of Four **15**

A)

B)

C)

D)

Q.3 Write any Two out of Four **15**

A)

B)

C)

D)

Q.4 Write any Two out of Four **15**

A)

B)

C)

D)