

UNIVERSITY OF MUMBAI
No. UG/142 of 2011

CIRCULAR:-

A reference is invited to the Ordinances, Regulations and syllabi relating to the B. Com. degree course vide this office Circular No. UG/69 of 2011, dated 18th April, 2011, and the Principals of the affiliated colleges in Commerce and Arts are hereby informed that the recommendation made by the Faculty of Commerce at its meeting held on 19th May, 2011, has been accepted by the Academic Council at its meeting held on 25th May, 2011 vide item No. 4.73 and that, in accordance therewith, the syllabus as per the Credit Based Semester and Grading System for First Year of B.Com./B.A. Programme in Commerce-I is as per Appendix and that the same has been brought into force with effect from the academic year 2011-2012.

MUMBAI – 400 032
14th June, 2011

(Prin. (Dr.) M.S.Kurhade)
I/c. Registrar

Enclosure to Item No. 4.73

A.C. 25/05/2011

UNIVERSITY OF MUMBAI



Syllabus for the F.Y.B.Com.

Program : B.Com

Course : Commerce-I

(Credit Based Semester and Grading System with
effect from the academic year 2011-2012)

F.Y.B.Com.

**Subject : Commerce – I
(Business Development)
Syllabus for Semester I & II**

Semester – I

Module – I	No. of Lectures
A) Role and importance of Business	(4)
B) Business Objectives – Types Formulation – Reconciliation of Economic and Social objectives	(6)
Module – II	
Business Environment : Components / Elements – Interdependence of Business and its Environment – Economic Environment – Political Environment Technological – International Environment with Respect of OPEC, WTO, European Union, NAFTA, ASEAN, SAARC, Environmental Scanning and its Importance.	(10)
Module – III	
Setting up of Business Unit : Steps/Procedure – Project and Feasibility Studies – Entrepreneurship – Government Incentives and Assurances to Entrepreneurs Entrepreneurship Development/Training Centres – Challenges before Indian Entrepreneurs.	(10)
Module – IV	
Restructuring and Growth Strategies : Internal Growth Strategies: Intensification – Diversification – External Growth Strategies, Foreign Collaborations – Mergers – Takeovers Corporate Restructuring Strategies, Turnaround Strategy.	(10)
Case/Case Studies relating to the above Modules.	(5)

Semester – II		No. of
Module – V		Lectures
Banking:		(10)
Banking System in India – Banker – Customer Relationship – Changing Role of Banks – Non-Banking Activities – Concept of Development Banking, Universal Banking, Merchant Banking – Priority Sector Lending: RBI Guidelines and Ombudsman, Banking through Technology – FDI in Banking Sector in India – Banking as a Career.		
Module – VI		
A: General Insurance:		(6)
Types, Principles and Terms in Insurance in Brief – Settlement of Claims – Procedure – Claim Tribunals – Ombudsman – IRDA, 1999 FDI in Insurance Sector – Performance and Prospects in India – Career Options in Insurance Section.		
B: Transport:		(4)
Recent Developments in Aviation, Roadways, Railways, and Shipping Transport – Career Option in Transport Sector.		
Module – VII		
A: Communication:		(5)
Telecommunications – Recent Developments in E-Communication – Performance and Prospects in India – Career Options.		
B: Tourism and Hospitality Industry:		(3)
Measures to Promote the Industry – Performance and Prospects – Career Options.		
C: Business Process Outsourcing:		(2)
BPO, KPO, Future prospects, Career Options.		
Module – VIII		
Retail Management:		(10)
Trends in Retailing – Organised v/s Unorganised Retailing – Factors Responsible for Growth of Organised Retailing in India – FDI in Retailing – Survival Strategies for Unorganised Retailers in India – Ethics in Retailing – Careers in Retailing.		
		(5)
Case Studies relating to above Modules.		

Exam

40 Marks – Internal

Semester END Exam: 2 hrs 60 Marks

Question Paper Pattern

N.B. – 1. All Questions are Compulsory.

2. All Questions carry equal marks.

Q. 1. Attempt any Two (Out of Three)

Q. 2. Attempt any Two (Out of Three)

Q. 3. Attempt any Two (Out of Three)

Q. 4. Attempt any Two (Out of Three)

(One Question from each Module)