

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE  
(AUTONOMOUS)**



# **Board of Studies- Commerce and Management**

**Department of COMMERCE**

**HoD/Sr. Person of the Department: Dr. Laila Patel**

**Syllabus of Introduction to Business under NEP 2020 vertical Major with effect from 2024-25.**

**Date of approval the BoS: 25/04/2024**

**Approved by the Academic Council:29/4/24**

**Ratified by the Governing Body: 06/5/2024**

Programme: FYBCOM			Semester : I		
<b>Course : <u>Commerce : Introduction to Business (Major)</u></b>			Code: UGBCOMICOMMJ124		
Academic Year: 2024-2025		Batch: 2024-2027			
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	Nil	Nil	04	40 %	60 %

Particulars	%
Class tests / Assignment / Project / Quiz etc. (three components- to be conducted at different instants of time)	40 %
Class test, Quiz/presentation/Viva-Voce	10+10=20 Marks
Assignment/Project, Quiz and presentation/Viva-Voce	10+10=20 Marks

<b>Learning Objectives:</b>	<ol style="list-style-type: none"> <li>1. To understand the concept and scope of business and its objectives.</li> <li>2. To develop analytical capability for the internal and external Business environment.</li> <li>3. To promote entrepreneurship skills</li> </ol>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. Students will be able to identify ethical, social &amp; environmental impacts in business</li> <li>2. Students will be able to utilize analytical skills to devise innovative and creative solutions to business problems.</li> <li>3. Demonstrate an ability to apply general Management know- how in practical business situations.</li> </ol>
<b>Pedagogy:</b>	Case study, Group discussion, class Presentation

Detailed Syllabus: (per session plan) Session

Outline For: Semester-I

Each lecture session would be of one hour duration (60 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration
I	<b>Introduction to Business</b> a. Concept, scope, functions, various types of Business organisations b Classification & Reconciliation of business objectives c. Growth strategies of Business- Internal and external	Lecture	15 Hours

II	<p><b>Entrepreneurship</b></p> <p>a. Concept &amp; Features</p> <p>b. Factors contributing to growth of Entrepreneurship, Women entrepreneurs.</p> <p>c. Project report, Feasibility study &amp; Statutory requirements.</p> <p>d. Government Regulations for Start-up initiatives</p>	Lecture & Case studies	15 hours
III	<p><b>Business Environment</b></p> <p>a. Concept &amp; importance of business environment</p> <p>b. Internal &amp; external environment.</p> <p>c. Business Environment in India-Economic, political, social and cultural, regulatory, demographic, international</p>	Lecture	15 hours
IV	<p><b>Recent trends in business</b></p> <p>a. Recent trends in Marketing-Digital marketing, E-Retailing, Organised retailing, Transition in business with AI</p> <p>b. Recent trends in HR-EQ, SQ, WFH culture &amp; Work-life balance</p> <p>c. Recent trends in Finance- E-banking &amp; Introduction to stock exchange &amp; markets.</p>	Lecture & Case studies	15 hours

## REFERENCE BOOKS

- Maheshwari, V., & Maheshwari, A. (2022). *The Power of the Ballot: Travail and Triumph in the Elections*. Bloomsbury Publishing.
- Cherunilam, F. (2021). *Business environment*. Himalaya Publishing House Pvt. Ltd.

