

FYBCOM
COMMERCE – I
SEMESTER I

INTRODUCTION TO BUSINESS

MODULE -1: BUSINESS

- 1.1 Introduction:
Concept, Functions, Scope and significance of business, Traditional and Modern Concept of business.
- 1.2 Objectives of Business:
Steps in setting objectives, classification of business objectives, Reconciliation of Economic and Social Objectives
- 1.3 New Trends in Business:
Impact of Liberalization, Privatization and Globalization, Strategy alternatives in changing scenario, Restructuring and Turnaround Strategy.

MODULE- II : BUSINESS ENVIRONMENT

- 2.1 Introduction:
Concept and importance of business environment, inter-relationship between Business and Environment
- 2.2 Constituents of Business Environment:
Internal and External Environment, Educational Environment and its impact.
International Environment –Current Trends in the World,
International Trading Environment- WTO and Trading Blocs and their impact on Indian Business.

MODULE – III : PROJECT PLANNING

- 3.1 Introduction :
Business Planning Process, Concept and importance of Project Planning; Project Report; Feasibility Study Types and its importance
- 3.2 Business Unit Promotion:
Concept and Stages of Business Unit Promotion,
Location – Factors determining location and Role of Government in promotion.
- 3.3 Statutory Requirements in Promoting Business Unit:
Licensing and Registration Procedure, Filing returns and other documents, Other important legal provisions.

MODULE – IV – ENTREPRENEURSHIP

- 4.1 Introduction:
Concept and importance of Entrepreneurship, Factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur.
- 4.2 The Entrepreneurs:
Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development Centers in India, Incentives to Entrepreneurs in India.
- 4.3 Women Entrepreneurs: Problems and Promotion.

SEMESTER II

SERVICE SECTOR

MODULE -1: CONCEPT OF SERVICES

- 1.1 Introduction:
Meaning, Characteristics, Scope and classification of Services- Importance of service sector in the Indian context.
- 1.2 Marketing Mix for Services:
Consumer Expectations, Services Mix, Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people.
- 1.3 Service Strategies:
Market research and Service development cycle, Managing demand and capacity, opportunities and challenges in service sector

MODULE- II : RETAILING

- 2.1 Introduction:
Concept of organized and unorganized retailing, Trends in retailing, growth of organized retailing in India, Survival strategies for unorganized Retailers.
- 2.2 Retail Format:
Store format, Non-Store format, Store Planning, design and layout.
- 2.3 Retail Scenario:
Retail Scenario in India and Global context- Prospects and Challenges in India.
Mall Management – Retail Franchising. FDI in Retailing, Careers in Retailing.

MODULE – III : RECENT TRENDS IN SERVICE SECTOR

- 3.1 ITES Sector:
Concept and Scope of BPO, KPO, LPO and ERP.
- 3.2 Banking and Insurance sector:
ATM, Debit & Credit Cards, Internet Banking – Opening of Insurance Sector for private players, FDI and its impact on Banking and Insurance Sector in India.
- 3.3 Logistics: Net Working – Importance – Challenges.

MODULE – IV : E-COMMERCE

- 4.1 Introduction:
Meaning, Features, Functions and Scope of E-Commerce- Importance and Limitations of E-Commerce.
- 4.2 Types of E- Commerce:
Basic ideas and Major activities of B2C, B2B, C2C.
- 4.3 Present Status of E-Commerce in India:
Transition to E-Commerce in India, E-Transition Challenges for Indian Corporate; On-line Marketing Research.