

**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)
<b>Module – II</b>	
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)
<b>Module – III</b>	
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)
<b>Module – IV</b>	
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)