



Shri Vile Parle Kelavani Mandal's
**MITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF SCIENCE & AMRUTBE
JIVANLAL COLLEGE OF COMMERCE AND ECONOMICS (AUTONOMOUS)**
*NAAC Reaccredited 'A' grade, CGPA: 3.57 (February 2016),
Granted under RUSA, FIST-DST & -Star College Scheme of DBT, Government of India,
Best College (2016-17), University of Mumbai*

Affiliated to the
UNIVERSITY OF MUMBAI

Program: F.Y.B.A.

Course: Introduction to Commerce

Semester I

**Choice Based Credit System (CBCS) with effect from the
Academic year 2021-22**

BACHELOR OF ARTS

For the completion of the Bachelor of Arts program, students are required to complete six semesters spanning across three years for completion of the program. The program aims to provide the students with:

- a sound knowledge base in their chosen area of study
- the ability to apply the knowledge they have acquired
- the ability to communicate effectively
- the ability to work both independently and collaboratively
- the skills to connect across geographical, disciplinary, social, and cultural boundaries
- an understanding of the value of ethical behaviour
- the skills for independent and lifelong learning

The **Program Outcomes (POs)** i.e., the outcomes that learners of all undergraduate degree programs will be able to achieve at the time of graduation, include:

- PO 1: Critical Thinking:** Take informed actions after identifying the assumptions that define our thinking and actions, critically evaluate information, check the validity of assumptions and develop different perspectives to analyse situations, ideas and decisions (at intellectual, social, organizational and emotional levels)
- PO 2:** Speak, read, write and listen in person and through electronic media in more than one language; find meaning by connecting ideas encountered across people, books, media and technology; and develop program-specific technical language.
- PO 3: Social Interaction:** Understand people's frame of reference and viewpoints, mediate between disagreement and conflicts using information literacy; demonstrate effective people skills as well as team building and management skills.
- PO 4: Effective Citizenship:** Demonstrate empathetic social concern and equity-centred national development; demonstrate an ability to act within an informed awareness of issues and participate in civic life through community service.
- PO 5: Ethical Practices:** Recognize the different value systems including learner's specific surroundings, understand the moral dimensions of one's own decisions and accept responsibility for them.
- PO 6: Environment and Sustainability:** Understand the issues and concerns in an environmental context and contribute towards sustainable development of humankind.
- PO 7: Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of psycho-socio-technological changes.

Program Specific Outcomes (PSO's):

On completion of the B.A., the learners should be enriched with knowledge and be able to-

PSO1: The learners will be enriched with the knowledge of commerce.

PSO2: The learners will become familiar with the various commercial terms, terminologies and concepts.

PSO3: The learners will acquaint themselves with various forms of commercial organizations, its advantages and disadvantages.

PSO4: The learners will also explore the service sector of Indian economy.

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three-Year Integrated Program, Bachelor of Commerce. The evaluation of students' progress will be based on internal assessment and semester end examination.

Evaluation Pattern

The performance of the learner will be evaluated in two components. The first component will be a Continuous Assessment with a weightage of 25% of total marks per course. The second component will be a Semester end Examination with a weightage of 75% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

a) Details of Continuous Assessment (CA)

25% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Project/Presentation	15 marks
Component 2 (CA-2)	Class Test/Assignment	10 marks

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b) Details of Semester End Examination

75% of the total marks per course. Duration of examination will be two and half hours.

Question Number	Description	Marks with Options	Total Marks
1A	Explain the Following Terms (Any 5 out of 7)	14	10
1B	Case Study	5	5
2	Answer the following (Any 2 out of 3)	22.5	15
3	Answer the following (Any 2 out of 3)	22.5	15
4	Answer the following (Any 2 out of 3)	22.5	15
5	Answer the following (Any 2 out of 3)	22.5	15
Total Marks			75

Signature
HOD

Signature
Approved by Vice Principal

Signature
Approved by I/C Principal

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Program: B.A. (2021-22)				Semester: I	
Course: Introduction to Commerce				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4	NIL	NIL	4	25	75
Learning Objectives:					
1. To familiarize learners with basic concepts of business					
2. To develop understanding of various forms of business organizations					
3. To give an insight on emerging modes of business					
4. To create awareness about the service sector and several services provided by the service sector					
5. To provide basic conceptual knowledge about the ITES sector					
Course Outcomes:					
After completion of the course, learners would be able to					
CO 1 Develop an understanding about the nature and scope of business activities					
CO 2 Gain insight on various forms of business organizations					
CO 3 Raise students' general awareness of public and private sector organizations					
CO 4 Understand the types and functions of commercial banks					
CO 5 Gain knowledge about forms, importance and principles of insurance					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Fundamentals of Business				12
2	Forms of Business Organization - I				12
9	Forms of Business Organization - II				12
4	Introduction to Service Sector				12
5	Project Work and Presentation				12
	Total				60
PRACTICALS					NIL

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
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Unit	Topic	No. of Hours/Credits
Module 1	<p>Fundamentals of Business</p> <p>1.1 Business: Meaning, Characteristics, significance, Role of profit in business.</p> <p>1.2 Classification of Business Activities: Industry and Commerce</p> <p>1.3 Industry: Types - Primary, Secondary, Tertiary Meaning and subgroups</p> <p>1.4 Commerce: Trade - Concept, Types - Internal, External; Wholesale and Retail.</p> <p>1.5 Wholesaler - Meaning, Services provided; Retailer - Meaning, Services provided, Types</p> <p>1.6 Auxiliaries to Trade: Banking, Insurance, Transportation, Warehousing, Communication, Mercantile Agents and Advertising - Meaning and Role</p> <p>1.7 Business Risks: Concept, Types, Causes of Business Risks.</p> <p>1.8 Case Studies</p>	12
Module 2	<p>Forms of Business Organization - I</p> <p>2.1 Public Sector organizations: Concept, Forms</p> <p>2.2 Departmental Undertaking/organizations: Concept, Merits, Limitations</p> <p>2.3 Statutory Corporations: Concept, Merits, Limitations</p> <p>2.4 Government Company: Concept, Merits, Limitations</p> <p>2.5 Private Sector Organizations: Concept, Merits, Limitations</p> <p>2.6 Sole Proprietorship: Concept, Merits, Limitations</p> <p>2.7 Partnership: Concept, Types, Merits and Limitation of Partnership, Registration of a Partnership Firm, Partnership Deed, Types of Partners</p> <p>2.8 Case Studies</p>	12

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<p>Module 3</p>	<p>Forms of Business Organization - II</p> <p>3.1 Hindu Undivided Family Business: Concept, Merits, Limitations</p> <p>3.2 Cooperative Societies: Concept, Merits, Limitations</p> <p>3.3 Joint Stock Company: Concept, Merits, Limitations; Types: Private, Public; One Person Company – Concept</p> <p>3.4 Choice of Form of Business Organization: Distinguish between the various forms of business organizations, Factors influencing the choice of a suitable form of business organization</p> <p>3.5 Distinguish between public and private sector organizations, Changing role of public sector organizations</p> <p>3.6 Micro, Small and Medium Enterprises (MSME): Meaning, Features, Role in Indian economy, Factors responsible for the growth of MSME, Challenges</p> <p>3.7 Emerging Mode of Business: E-business -Meaning, Types, Advantages, Limitations</p> <p>3.8 Case Studies</p>	<p align="center">12</p>
<p>Module 4</p>	<p>Introduction to Service Sector</p> <p>4.1 Concept of Services: Meaning, Features, Classification of Services, Importance of the service sector in Indian economy</p> <p>4.2 Business Services: Meaning, Types</p> <p>4.3 Banks: Meaning, Types, Functions of Commercial Banks</p> <p>4.4 ATM, Debit and Credit Cards, Internet Banking</p> <p>4.5 Insurance: Meaning, Importance, Principles of Insurance, Forms of Insurance</p> <p>4.6 ITES sector: BPO, KPO and LPO - Meaning, Advantages, Disadvantages</p> <p>4.7 Logistics: Meaning, Elements, Importance, Challenges for logistics sector in India</p> <p>4.8 Case Studies</p>	<p align="center">12</p>

Suggested Readings

1. Essentials of Business Environment, K Aswathappa, Himalaya Publishing House
2. Success in Commerce, Derek Loble, Hodder Education, U.K.
3. Business Organization, Sherlakar and Shejwalkar
4. Zeithaml, Valarie A, Services Marketing, McGraw Hill Education, 2011

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UNIVERSITY OF MUMBAI

Program: F.Y.B.A.

Course: Introduction to Business Environment

Semester II

**Choice Based Credit System (CBCS) with effect from the
Academic year 2021-22**

BACHELOR OF ARTS

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Program Specific Outcomes (PSO's)

On completion of the B.A., the learners should be enriched with knowledge and be able to -

PSO1: The learners will be enriched with the knowledge of business environment.

PSO2: The learners will become familiar with the internal, external environment of business and its components.

PSO3: The learners will be able to undertake analysis of business environment.

PSO4: The learners will also become acquaint with Business Ethics and Social Responsibility of business.

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three Year Integrated Program, Bachelor of Commerce. The evaluation of students' progress will be based on internal assessment and semester end examination.

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Total Marks			75

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**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
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Program: B.A. (2021-22)				Semester: II	
Course: Introduction to Business Environment				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4	NIL	NIL	4	25	75
Learning Objectives:					
<ol style="list-style-type: none"> 1. To familiarize learners with the concept of business environment and its components. 2. To provide an insight into the impact of external environmental factors affecting business and inter-relationship between business and its environment. 3. To develop understanding of the concepts of Liberalization, Privatization and Globalization and the impact of LPG on Indian economy 4. To give insight on the nature of global business environment and modes of entry for businesses in foreign markets 5. To provide basic understanding of the concepts of business ethics, social responsibilities of business, corporate governance and consumer protection 					
Course Outcomes:					
After completion of the course, learners would be able to -					
CO1: Develop an understanding of the environment in which businesses operate.					
CO2: Know the factors that affect business environment					
CO3: Gain an understanding of environmental analysis					
CO4: Raise students' general awareness of the concepts of business ethics, corporate governance and corporate social responsibility					
CO5: Understand the relevance of corporate social responsibility to ethical business activities.					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Business and its environment				12
2	Components of Business Environment – I				12
3	Components of Business Environment – II				12
4	Business Ethics and Social Responsibility of Business				12
5	Project work and Presentation				12
	Total				60
PRACTICALS					NIL

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Unit	Topic	No. of Hours/Credits
Module 1	<p>Business and its Environment</p> <p>1.1 Business Environment - Meaning, Features, Components (Internal & External - Micro & Macro)</p> <p>1.2 Internal Environment - Meaning, Vision and Mission Statements - Concept, Importance</p> <p>1.3 Business Objectives - Concept, Steps in Setting Business Objectives, Importance of Business Objectives</p> <p>1.4 Classification of Business Objectives, Reconciliation between Social and Economic Objectives</p> <p>1.5 Inter Relationship between Business and its Environment</p> <p>1.6 Environmental Analysis: Meaning, Importance, Factors influencing Environmental Analysis, Limitations</p> <p>1.7 SWOT Analysis and PESTLE Analysis</p> <p>1.8 Case Studies</p>	12
Module 2	<p>Components of Business Environment - I</p> <p>2.1 Political Environment - Meaning, Political factors influencing business, Impact of political environment on business</p> <p>2.2 Economic Environment - Meaning, Economic factors influencing business, Overview of economic environment in India</p> <p>2.3 Liberalization, Privatization, Globalization - Concept, Impact on Indian economy</p> <p>2.4 Socio-Cultural Environment - Meaning, Socio-Cultural factors affecting business, Overview of socio-cultural environment in India</p> <p>2.5 Demographic Environment - Meaning, Demographic factors affecting business, Overview of demographic environment in India</p> <p>2.6 Natural Environment - Meaning, Natural environmental factors affecting business, Impact of natural factors on</p>	12

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	<p>business</p> <p>2.7 Regulatory Environment - Meaning, Major laws pertaining to business in India</p> <p>2.8 Case Studies</p>	
Module 3	<p>Components of Business Environment - II</p> <p>3.1 Technological Environment - Meaning, technological factors affecting business, Impact of technological environment on business</p> <p>3.2 Global Environment - Meaning, Global factors affecting business, Constituents of global environment</p> <p>3.3 International Business - Concept, Modes of entry in foreign market</p> <p>3.4 Multinational Companies - Meaning, Merits, Demerits, MNCs in India</p> <p>3.5 Joint Ventures - Meaning, Advantages, Disadvantages, Joint Ventures in India</p> <p>3.6 FDI - Meaning, Need for FDI in developing countries, Factors influencing FDI</p> <p>3.7 WTO - Objectives, Functions of WTO</p> <p>3.8 Case Studies</p>	12
Module 4	<p>Business Ethics and Social Responsibility of Business</p> <p>4.1 Business Ethics - Meaning, Elements, Importance</p> <p>4.2 Social Responsibility of Business - Meaning, Importance, Social Responsibility of Business towards stakeholders (Employees, Customers, Investors, Creditors, Government, Society in general)</p> <p>4.3 Corporate Social Responsibility - Concept, Arguments for and against CSR</p> <p>4.4 Consumer Protection - Meaning, Importance; Consumer rights, Role of Consumer Organisations and NGOs</p> <p>4.5 Consumerism - Meaning, Factors responsible for the growth of consumerism</p>	12

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	4.6 Corporate Governance- Concept, Need 4.7 Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences 4.8 Case studies	
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Suggested Readings:

1. Business Environment, Fernando, A.C., Pearson, 2011.
2. International Business Environment, Daniels, John D, Pearson, 2017.
3. Business Environment, Fran, Cherunilam, Himalaya Publication, 1999.
4. Business Environment, Paul Justin, Tata McGraw-Hill, 2010.
5. Global Business Environment, Parhizgar, Kamal Dean, Jaico Publishing, 2007
6. JF Solomon Corporate Governance and Accountability 3rd John Wiley Inc 2010
7. C.S.V Murthy, "Business Ethics- Text and Cases", Himalayan Publishing House, 2010
8. Luura P. Hartman Joe Des Jardins, Business Ethics, Mc Hill Education, 2013.