

# SEMESTER-I

## MAJOR MANDATORY INTRODUCTION TO BUSINESS

<b>PROGRAM</b>	<b>B.COM</b>
<b>SEMESTER</b>	<b>I</b>
<b>COURSE TITLE</b>	<b>INTRODUCTION TO BUSINESS</b>
<b>VERTICLE /CATEGORY</b>	<b>A/MAJOR MANDATORY (CORE)</b>
<b>COURSE LEVEL</b>	<b>4.5</b>
<b>COURSE CODE</b>	
<b>COURSE CREDIT</b>	<b>2</b>
<b>HOURS PER WEEK THEORY</b>	<b>2</b>
<b>HOURS PER WEEK PRACTICAL/TUTORIAL</b>	<b>NA</b>

### COURSE OBJECTIVE

This course provides an overview of the business, understanding and significance of the Business Environment, Project Planning and Business Strategy.

### COURSE OUTCOMES

CO1: Learners will recognize the fundamental components of the business

CO2: Learners will be able to apply theoretical knowledge to real world scenarios within the Business Environment.

CO3: Learners would understand the concept and importance of project planning and would get hands on through case studies

CO4: To create comprehensive understanding among the learners about Business Strategies

### ORGANISATION OF THE COURSE

UNIT NO	COURSE UNITS AT A GLANCE	TOTAL HOURS
1	Business and Business Environment	15
2	Project Planning and Business Strategies	15
TOTAL HOURS		30

<b>COURSE DESIGN</b>	
<b>COURSE UNIT TITLE 1: BUSINESS and BUSINESS ENVIRONMENT (15)</b>	
a. Business	Introduction - Traditional and Modern Concept of business., Functions, Scope and Significance of business. Objectives of Business: Steps in setting business objectives,
b. Business Environment	Concept and Importance of business environment, Constituents of Business Environment, Educational Environment and its impact, International Environment – Current Trends in theWorld, Climate change and its impact
PEDAGOGICAL APPROACH: Lecture Method, Case study and Assignments	
<b>COURSE UNIT TITLE 2 PROJECT PLANNING and BUSINESS STRATEGIES: (15)</b>	
a. Project Planning	Introduction: Business Planning Process; Concept and importance of Project Planning; ProjectReport; feasibility Study types and its importance Business Unit Promotion: Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion. Statutory Requirements in Promoting Business Unit.
b. Business Strategy	Introduction :- Concept of Business strategy, New Trends in Business strategy: Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies
PEDAGOGICAL APPROACH: Lecture Method, Assignments and Case Studies	

### **REFERENCES:-**

- Business Organisation Management Maheshwari, Rajendra P, Mahajan, J.P. International Book House
- Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House
- Introduction to Commerce, Vikram, Amit, Atlantic Pub
- A Course Book on Business Environment, Cherunilam, Francis, Himalaya Pub
- Business Environment, Cherunilam, Francis, Himalaya Pub
- Essentials of Business Environment, Aswathappa K., Himalaya Pub
- Essentials of Business Environment, Aswathappa, Himalaya Pub
- Strategic Management, Kapoor, Veekkas, Taxmann

**Total 50 Marks: with 2 Credits**  
**30 Marks External and 20 Marks Internal**

**30 Marks External**

DURATION: 1 Hour

MARKS: 30

**Any 2 out of 3**

Q. 1 Answer the following

(15 Marks)

- a.
- b.

Q. 2 Answer the following

(15 Marks)

- a.
- b.

Q. 3 Answer the following

(15 Marks)

- a.
- b.

**20 Marks Internal**  
**Any 4 out of 6**

1) Class Test

(05 Marks)

2) Assignment

(05 Marks)

3) Presentation

(05 Marks)

4) Group Discussion

(05 Marks)

5) Quiz

(05 Marks)

6) Case Study

(05 Marks)

**Note: 1) Any Four out of the above can be taken for the internal Assessment.**

**2) The internal Assessment shall be conducted throughout the Semester.**