

As Per NEP 2020

University of Mumbai



Syllabus for Basket of Minor	
Board of Studies in B.Com Financial Market	
UG First Year Programme	
Semester	II
Title of Paper	Credits
I) Introduction to Business	Credit 2
II)	
III)	
From the Academic Year	2024-25

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course aims to familiarize the learners with basic concepts of business, develop understanding of business and analytical skills of the learners to enable them to develop an entrepreneurial aptitude.
2	Vertical :	Minor (2)
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) To familiarize the learners with basic concepts of business and develop understanding of business. To develop learning and analytical skills of the learners to enable them to develop an entrepreneurial aptitude. To acquaint the learners with recent developments and trends in the business world.	
8	Course Outcomes: (List some of the course outcomes) To describe the basic concepts of business, To interpret the recent developments in the business sector, To discuss the concept of business environment in detail and its constituents, To examine various aspects of project planning, To illustrate the concept of entrepreneurship and its different types.	

9	Modules:- Per credit One module can be created
	Module 1: Business Environment
	a) Business: Concept, Scope and Significance of business. Objectives of Business and its classification; CSR – Concept and Importance.

	b) Business Environment: Concept and Importance of business environment, Internal and External Environment, International Trading Environment – WTO and Trading Blocs and their impact on Indian Business. c) New Trends in Business: Growth Strategies, Restructuring Strategies and Turnaround strategies	
	Module 2 Project Planning and Entrepreneurship	
	a) Project Planning: Concept and importance of Project Planning; Project Report; feasibility Study types. Concept and Stages of Business Unit Promotion b) Entrepreneurship: Meaning and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Types of Entrepreneurs, Competencies of an Entrepreneur c) Entrepreneurs: Incentives to Entrepreneurs in India, ‘Make in India’ initiative; Problems and Promotion of Women Entrepreneurs.	
10	Text Books: Business Environment, Cherunilam, Francis, Himalaya Pub Entrepreneurship, Hisrich, Robert D, Mc Graw Hill Essentials Of Business Environment, Aswathappa, K., Himalaya Pub Entrepreneurship Development, Sharma, K.C., Reegal Book Depot	

11	Reference Books: 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	
12	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination : 60%
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Class Test, Assignment, Presentation

14	Format of Question Paper: for the final examination There shall be Three questions each of 10 marks. All questions shall be compulsory with internal choice within the questions. Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the topic.
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Sign of the BOS
Prin. Dr. Vishnu N.
Yadav
Board of Studies in
Financial Market

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