

As Per NEP 2020

University of Mumbai



Syllabus for Basket of Minor	
Board of Studies in Commerce	
UG First Year Programme	
Semester	II
Title of Paper	Credits 2
I) Fundamentals of Business I - Introduction to Business	Credits 2
II)	
From the Academic Year	2024-25

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to:	Introduction, relevance, Usefulness, Application, interest, connection with other courses, demand in the industry, job prospects etc.
2	Vertical:	Minor
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) 1. To make the learners aware fundamentals of Business 2. To discuss the concept of business environment in detail and its constituents, 	
8	Course Outcomes: (List some of the course outcomes) 1. Develop understanding of the basic concepts of business, 2. Help interpret the recent developments in the business sector, 3. Develop understanding of various aspects of project planning, 4. Help understand the concept of entrepreneurship and its different types.	

9	<p>Modules:- Per credit One module can be created</p> <p style="text-align: center;"><u>SEMESTER-II</u> <u>Title : Fundamentals of Business I</u> Sub title - Introduction to Business (2Credits)</p> <p>Module 1: Business and Business Environment (15)</p> <p>a) Business: Concept, Scope and Significance of business. Objectives of Business and its classification; CSR – Concept and Importance.</p> <p>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.</p> <p>PEDAGOGICAL APPROACH: Lecture Method. Case studies, assignment</p> <p>Module 2: Project Planning and Entrepreneurship (15)</p> <p>a) Project Planning: Concept and importance of Project Planning; Project Report; feasibility Study types. Concept and Stages of Business Unit Promotion</p> <p>b) Entrepreneurship: Meaning and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Types of Entrepreneurs, Competencies of an Entrepreneur, Incentives to Entrepreneurs in India, ‘Make in India’ initiative; Problems and Promotion of Women Entrepreneurs.</p> <p>PEDAGOGICAL APPROACH: Lecture Method. Case studies</p>
10	<p>Text Books:</p> <ol style="list-style-type: none"> 1. 2. 3. 4. <p>.....</p>

11	<p>Reference Books:</p> <ul style="list-style-type: none"> • Service Marketing, Temani, V.K., Prism Pub • Management Of Service Sector, Bhatia, B S, V P Pub • Introduction To E – Commerce, Dhawan, Nidhi, International Book House • Introduction To Retailing, Lusch, Robert F., Dunne,Patrick M., Carver,James R., Cengage Learning • Retailing Management, Levy Michael., Weitz Barton A,Tata Mcgraw Hill • The Information Technology Act, 2000.
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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)	
14	<p align="center">Format of Question Paper: for the final examination Total 50 Marks: with 2 Credits 30 Marks External and 20 Marks Internal</p> <p align="center">30 Marks External</p> <p>DURATION: 1 Hour MARKS: 30</p> <p align="center">Any 2 out of 3</p> <p>Q. 1 Answer the following (15 Marks) a. b.</p> <p>Q. 2 Answer the following (15 Marks) a. b.</p> <p>Q. 3 Answer the following (15 Marks) a. b.</p> <hr/> <p align="center">20 Marks Internal</p> <p>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)</p> <p>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.</p>	

**Sign of the BOS
Chairperson
Prof. Dr. Kishori
Bhagat
BOS in Commerce**

**Sign of the
Offg. Associate Dean
Dr. Ravikant
Balkrishna Sangurde
Faculty of Commerce
& Management**

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Prof. Dr. Kishori
Bhagat
Faculty of Commerce
& Management**

**Sign of the
Offg. Dean
Prof. Kavita Laghate
Faculty of
Commerce &
Management**