



Tolani College of Commerce (Autonomous)

तोलानी वाणिज्य महाविद्यालय (स्वायत्त)

(Sponsored and Managed by Tolani Education Society, Mumbai - 400 021)

(Recognised Linguistic (Sindhi) Minority Institution, Affiliated to University of Mumbai)

Re-Accredited (3rd Cycle) by N.A.A.C. with 'A' Grade (CGPA 3.03)

Knowledge is Supreme

150-151, SHER-E-PUNJAB SOCIETY,
GURU GOBIND SINGH ROAD,
ANDHERI (EAST), MUMBAI-400 093.

Tel. : (022) 6153 5455

Fax : (022) 6153 5456

E-mail : tcc@tolani.edu

Website : tcc.tolani.edu

Name of the Department/ Programme	Department of Commerce 1) Bachelor of Commerce Programme					
Name of the Course	Major: Commerce I					
Semester	I					
Number of Credits	02					
Number of Lectures	30					
Lecture Duration	60 minutes					
Total Marks:	CE	20	SEE	30	Total	50

Learning Objectives of the Course

Sr.No.	Objectives
LOC1	To familiarize the learners with basic concepts of business and develop understanding of business.
LOC2	To develop learning and analytical skills of the learners to enable them to develop an entrepreneurial aptitude.
LOC3	To acquaint the learners with recent developments and trends in the business world.

Learning Outcomes of the Course

Sr. No.	Outcomes
CO1	Understand the basic concepts and analyze the internal and external environment of business.
CO2	Comprehend the minute details that a business person needs to follow in the process of promoting business unit and how to run a successful business.
CO3	Consider business as a potential option for career, develop entrepreneurial aptitude and become an employment generator.



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Syllabus details

Module No.	Topics	No. of Lectures
1	Introduction to Business	
	<ul style="list-style-type: none">• Introduction to Business : Concept & Features, Functions of Business, Scope and Significance of Business, Traditional and Modern Concept of Business• Business Objectives : Concept, Classification of Business Objectives• New Trends in Business : Growth Strategies – Internal Growth (Intensification & Diversification) & External Growth (Meaning & Types)	10
2	Business Environment	
	<ul style="list-style-type: none">• Introduction : Concept, Features and Importance of Business Environment, Inter-relationship between Business and Environment• Constituents of Business Environment -I : Internal and External Environment, VUCA Business Environment, ESG (Environment, Social and Governance) and Sustainability• Constituents of Business Environment -II : International Trading Environment - WTO and Trading Blocs	10
3	Entrepreneurship	
	<ul style="list-style-type: none">• Introduction to Entrepreneurship : Concept and Importance of Entrepreneurship, Factors contributing to Growth of Entrepreneurship, Concept of Intrapreneur• The Entrepreneurs : Types of Entrepreneurs, Competencies of an Entrepreneur, Incentives to Entrepreneurs in India, Women Entrepreneurs - Problems and Promotion Measures• Introduction to Start-Up – basic concept or key terms – elevator pitch, term sheet, booth strapping, etc. concept of incubation, accelerator.	10



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Reference Books

- Introduction to Business - Lawrence J. Gitman, Carl McDaniel, Amit Shah, Monique Reece, Linda Koffel, Bethann Talsma, James C. Hyatt by Open Stax
- Introduction to Business – Douglas Wilson, David Dusseau by Pearson Learning Solution.
- Understanding Business – William G. Nickels, James McHugh, Susan McHugh by McGraw Hill Education
- Introduction to Business – Glencoe by McGraw Hill Education
- Mergers, Acquisitions and Corporate Restructuring – Strategies and Practices- Rabi Narayan Kar, Published by International Book House Pvt Ltd, Mumbai.
- Business Organisation Management Maheshwari, Rajendra P, Mahajan, J.P., International Book House
- Introduction To Commerce, Vikram, Amit, Atlantic Pub
- Morrison J, The International Business Environment, Palgrave
- Francis Cherunilam, *Business Environment*-Himalaya Publishing House, New Delhi
- Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi
- Business Environment Raj Aggarwal Excel Books, Delhi
- International Business Environment – Sukumar Nandi by Tata McGraw Hill
- International Business Environment – Anant K. Sundaram by PHI Learning Pvt. Ltd.
- WTO and South Asian Countries – Anshuman Gupta by Shipra Publication.
- The Lazy Project Manager: How to Be Twice As Productive and Still Leave the Office Early by Peter Taylor
- Strategic Management, Kapoor, Veekkas, Taxmann
- Strategic Management, David, Fred R., Phi Learning
- Strategic Management, Bhutani, Kapil, Mark Publication
- Entrepreneurship, Hisrich, Robert D, Mc Graw Hill
- Entrepreneurship Development, Sharma, K.C., Reegal Book Depot



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Scheme of Evaluation Pattern
Table 1A: Scheme of Continuous Evaluation (CE)
Scheme of Evaluation Pattern

Sub-components	Maximum Marks	Conditions for passing
1) Assignment / Case Study / Current Affairs Diary / Field Study / Business Plan / Project	10	a) A learner must be present for each of the sub-components. b) The subtotal of all the 2 sub-components must be minimum 08 marks
2) MCQ Based Test	10	
Total	20	

Table 1B: Scheme of Semester End Examination (SEE) Evaluation
Question Paper Pattern for Semester End Examination (SEE)

Maximum Marks: 30

Minimum Marks to Pass: 12

Duration: 1 hour

Note: All questions are compulsory. Each question has an internal choice.

Question Number	Nature of Questions	Maximum Marks	
1)	Attempt any 2 of the following: (From Module I) (5 marks each)	10	
	a)		
	b)		
	c)		
2)	Attempt any 2 of the following: (From Module II) (5 marks each)	10	
	a)		
	b)		
	c)		
3)	Attempt any 2 of the following: (From Module III) (5 marks each)	10	
	a)		
	b)		
	c)		