

AC –
Item No. –

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Knowledge is Supreme

Title of the Course:

Commerce I – Introduction to Business

Programme: Bachelor of Commerce (B.Com.) Semester – I

Syllabus for 2 Credits Course

From the academic year: 2024-2025

Name of the Course: Commerce I - Introduction to Business

Sr. No.	Heading	Particulars
1	Description the course:	This course will expose the learners to business terminologies, concepts, and current business practices. This course will also give an overview of the forces within the business environment both at national and international level.
2	Vertical:	Major
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	Total 50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	Course Objectives:	The objective of the course is to: <ol style="list-style-type: none"> 1. Bring awareness among the learners regarding the concept and importance of business and contemporary issues in business. 2. Enable examiners to examine and evaluate the business in the international environment.
8	Course Outcomes:	After the completion of the course, the learners will be able to: <ol style="list-style-type: none"> 1. Acquire a comprehensive understanding of the importance of business activities and formulate strategies to overcome the challenges for growth and stability. 2. Gain an understanding of the need for international collaboration and its implications on business.

9	<p>Module 1: Introduction to Business (15 hours)</p> <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, Steps in formulation of business objectives, Classification of Business Objectives ● New Trends in Business: Growth Strategies – Internal Growth (Intensification & Diversification) & External Growth (Meaning & Types) <hr/> <p>Module 2: Business Environment (15 hours)</p> <ul style="list-style-type: none"> ● Introduction: Concept, Features and Importance of Business Environment, Inter-relationship between Business and Environment ● Constituents of Business Environment: Internal and External Environment, VUCA Business Environment, ESG (Environment, Social and Governance) and Sustainability ● International Environment: International Trading Environment - WTO and Trading Blocs
10	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Amit Vikram, Introduction to Commerce, Atlantic Publishers and Distributors Pvt Ltd, 2017 2. Anant K. Sundaram, International Business Environment, Pearson Education (Singapore) Pte. Ltd.-Delhi, 2015 3. Aswathappa K., Essentials of Business Environment, Himalaya Publishing House, New Delhi, 12th edition, 2014 4. Francis Cherunilam, Business Environment, Himalaya Publishing House, New Delhi, 2018 5. Glencoe, Introduction to Business, McGraw Hill Education, 2015 6. Janet Morrison, The International Business Environment, Palgrave Macmillan, 2006 7. Lawrence J. Gitman, et. al., Introduction to Business, Open Stax, 2018 8. Rabi Narayan Kar and Minakshi, Mergers, Acquisitions and Corporate Restructuring – Strategies and Practices, Taxmann Publications, 3rd edition, 2017 9. Sukumar Nandi, International Business Environment, Tata McGraw Hill Education Private Limited, 2010 10. Wilson Douglas & David Dusseau, Introduction to Business, Pearson Learning Solution, 6th edition, 2010

11	Internal Continuous Assessment: 40%	Semester End Examination: 60%																												
12	<p>Continuous Evaluation through: The Continuous Evaluation will have components as follows:</p> <table border="1"> <thead> <tr> <th>Sub-components</th> <th>Maximum Marks</th> <th>Conditions for passing</th> </tr> </thead> <tbody> <tr> <td>1) Assignment/Case Study/Current Affairs Diary/ Field Study/Business Plan / Project</td> <td>10</td> <td rowspan="3">A learner must be present for each of the sub-components.</td> </tr> <tr> <td>2) MCQ Based Test</td> <td>10</td> </tr> <tr> <td>Total</td> <td>20</td> </tr> </tbody> </table>	Sub-components	Maximum Marks	Conditions for passing	1) Assignment/Case Study/Current Affairs Diary/ Field Study/Business Plan / Project	10	A learner must be present for each of the sub-components.	2) MCQ Based Test	10	Total	20																			
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13	<p>Format of Question Paper: for the final examination</p> <p style="text-align: center;">Format of Question Paper for Semester End Examination (SEE) Maximum Marks: 30 Duration: 1 hour Note: All questions are compulsory.</p> <table border="1"> <thead> <tr> <th>Question Number</th> <th>Nature of Questions</th> <th>Maximum Marks</th> </tr> </thead> <tbody> <tr> <td>1)</td> <td>Attempt any 2 of the following: (From Module I) (5 marks each)</td> <td rowspan="4">10</td> </tr> <tr> <td>a)</td> <td></td> </tr> <tr> <td>b)</td> <td></td> </tr> <tr> <td>c)</td> <td></td> </tr> <tr> <td>2)</td> <td>Attempt any 2 of the following: (From Module II) (5 marks each)</td> <td rowspan="4">10</td> </tr> <tr> <td>a)</td> <td></td> </tr> <tr> <td>b)</td> <td></td> </tr> <tr> <td>c)</td> <td></td> </tr> <tr> <td>3)</td> <td>Attempt the following: (From Entire Syllabus) (5 marks each) (Approach Based Questions)</td> <td rowspan="3">10</td> </tr> <tr> <td>a)</td> <td></td> </tr> <tr> <td>b)</td> <td></td> </tr> </tbody> </table>		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 the following: (From Entire Syllabus) (5 marks each) (Approach Based Questions)	10	a)		b)	
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Signatures of Team Members

Sr. No.	Name	Signature
1.	Dr. Sadhana Venkatesh	
2.	Ms. Jyoti S. Ghosh	