

**SVKM's Narsee Monjee College of Commerce & Economics (Autonomous)**  
**Dept of Commerce**

Program: Bachelor of Commerce / Bachelor of Commerce Honours				Semester : I	
Course : Business And Entrepreneurship Academic Year: 2023-2024 Batch: 2023-2026 / 2023-27				Code: NMUBCOM102	
Teaching Scheme				Evaluation Scheme	
Lectures	Practicals	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
45	Nil	Nil	03	40	60
Internal Component					
Class Test			Projects / Assignments		Class Participation
Learning Objectives : 1. To impart basic understanding of business and entrepreneurship. 2. To enable identification of factors affecting business environment in general and specifically, in India. 3. To provide basic understanding of business level strategies and corporate level strategies 4. To facilitate preparation of business proposals. 5. To create and widen entrepreneurship spirit					
Learning Outcomes : After completion of the course, students would be able to: 1. Understand business environment globally and locally 2. Imbibe basic characteristics of entrepreneurship 3. Learn skills to identify business problems and develop possible strategies to address these problems 4. Identify possible opportunities for a new enterprise and develop a simple business plan for operationalizing it – understand start-up ecosystem 5. Develop a strategic plan to address identified challenges in business. 6. Think creatively and effectively					
Pedagogy: 1. Techniques such as Reviews, Analysis of Cases to promote critical thinking & to create motivated and independent learners. 2. Group activities such as Role plays, management games, group assignments to enable learners to work together in a social environment and learn through sharing of individual information & experience.					

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3. Discussion of real life problem scenarios from business & Inquiry based approach for active learning.
4. Flipped Classroom approach to enhance learner engagement.

**Detailed Syllabus: ( per session plan )**

**Session Outline For: Business and Entrepreneurship**

**Each lecture session would be of one hour duration (45 sessions)**

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Duration (hrs)</b>
I	<p><b>Introduction to Business</b></p> <p><b>1.1 Introduction:</b> Concept- Dimensions of Business (Derek Abell's 3-Dimensional model) ; Characteristics of Contemporary Business; Dynamics of Modern Business; Significance of Business</p> <p><b>1.2 Business Objectives:</b> Goals and Objectives; Steps in Objective formulation; Importance; Hierarchy; Classification; Reconciliation of Economic &amp; Social Objectives; KRA's (Key Result Areas) for setting objectives</p> <p><b>1.3 Business Policy and Planning:</b> Government Policies and their impact on business; latest changes in Government's Budgetary allocation, priorities and incentives having impact on trade and industry</p>	11
II	<p><b>Business Environment and Environmental Analysis</b></p> <p><b>2.1 Introduction to Business Environment:</b> Concept; Significance; Constituents- Internal and External-Micro and Macro Environmental components</p> <p><b>2.2 International Trading Environment:</b> Provisions of WTO; Implications of joining WTO for India; Trading Blocs and its impacts; Levels of Integration</p> <p><b>2.3. Environmental Analysis:</b> SWOT Analysis; ETOP Analysis; Stages of environmental analysis: Scanning, monitoring, forecasting (Steps, Types), assessment; SWOT analysis &amp; Strategy formulation – TOWS Matrix</p>	12

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III	<p><b>Business and Corporate Level Strategies</b></p> <p><b>3.1 Strategy :</b> Introduction; Significance; Strategy formulation, implementation and evaluation, Levels of Strategy - Corporate, Business and Functional level</p> <p><b>3.2 Corporate Level Strategies: Expansion:</b> Concentration, Integration, Diversification, Co-operation- Mergers and Acquisitions, Joint Venture, Strategic alliances, Internationalization, Digitalization; <b>Stability:</b> No change, Pause/Proceed, Profit; <b>Retrenchment:</b> Turnaround, Divestment, Liquidation</p> <p><b>3.3 Business Level Strategy-</b> Cost leadership, differentiation, Focus</p>	12
IV	<p><b>Project Planning and Entrepreneurship</b></p> <p><b>41 Business Planning</b> Process, Identification of idea/concept for enterprise, Challenges, Developing simple business plan, Concept and importance of Project Planning, Project Report, Feasibility Study and its types</p> <p><b>42 Entrepreneurship:</b> Concept and importance of entrepreneurship, Factors Contributing to Growth of Entrepreneurship, Entrepreneur, Manager and Intrapreneur- Comparative analysis, Incentives to Entrepreneurs in India, Social entrepreneurship, Women Entrepreneurs: Opportunities and Challenges. Start-up ecosystem</p> <p><b>43 Entrepreneurship in Sunrise Sectors:</b> Fin-Tech, Healthcare, Tourism and Hospitality, Aviation, Education, Entertainment Sector.</p>	10

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**Reference Books:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>
Business Organisation Management	Maheshwari, Rajendra P ,Mahajan, J.P.	International Book House
Introduction To Commerce	Vikram, Amit	Atlantic Publication
Essentials of Business Environment (Texts, Cases & Exercises), 13th Revised edition	K. Aswathappa	Himalaya Publishing House
Business Environment: Text & Cases, Revised edition	Francis Cherunilam	Himalaya Publishing House
Strategic Management,	Kapoor, Veekkas	Taxmann
Strategic Management, Concept and Cases	David,Fred R., Phi Leraning	Pearson
Strategic Management,	Bhutani, Kapil,	Mark Publication
Strategic management and Business Policy, Third edition:	Azhar Kazmi	TATA McGraw Hill
Entrepreneurship, First edition	Dr. Achut P. Pednekar	Himalaya Publishing House
Entrepreneurship, 2 <sup>nd</sup> edition	Madhurima Lall, Shikha Sahai	Excel Books
Entrepreneurship, Second edition	Rajeev Roy	Oxford University Press
Entrepreneurship,	Hisrich, Robert D,	McGraw Hill
Entrepreneurship Development,	Sharma, K.C.,	Reegal Book Depot

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**SEMESTER END ASSESSMENT: 60 MARKS**

**DURATION: 2 HOURS**

*Question Paper Pattern (Semester –end Examination)*

*Major Course (FYBCOM)*  
*(Business and Entrepreneurship)*

All questions are compulsory

Q. No.	Particulars	Marks
Q.1.	Answer in Brief (Any 2 out of 3)-Module 1 a) b) c)	12
Q.2.	Answer in Brief (Any 2 out of 3)-Module 2 a) b) c)	12
Q.3.	Answer in Brief (Any 2 out of 3)- Module 3 a) b) c)	12
Q.4.	Answer in Brief (Any 2 out of 3)- Module 4 a) b) c)	12
Q.5.	Read the following Case Study and answer the questions that follow.	12

**Details of Internal Continuous Assessment (ICA) – 40 Marks**

Test Marks: 20 (3 tests of 10 marks each - Best of 2 will be considered)

Assignment Marks: 20

There would be two components for Internal Assessment, namely 20 marks Assignment to be conducted and marked by respective teacher within classroom individually and 3 test of 10 marks each to be conducted as per schedule of EEC (Online/offline as per the decision of the authorities).