SVKM's Narsee Monjee College of Commerce & Economics

Program: B.Com	Semester : I
Course : Business And Entrepreneurship Academic Year: 2024-2025 Batch: 2024-2027	Code: NMUBCOM102

Teaching Scheme				Evaluation Scheme	
				Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
Lectures	Practicals	Tutorials	Credits		
45	Nil	Nil	03	40 Marks	60 Marks

Internal Component		
Internal Class Evaluation	Projects / Assignments	Class Participation
20 Marks	20 Marks	-

Learning Objectives :
1. To understand the working of various business models.
2. To develop analytical capability for the internal and external environment.
3. To discuss and evaluate strategy formulation at corporate level and business level.
4. To facilitate learning on entrepreneurship mindset

Learning Outcomes : After completion of the course, students would be able to:
1. Develop the vision, mission, goals & objectives of a Business.
2. Construct the SWOT matrix of a business.
3. Formulate corporate and business level strategies.
4. The learner will be able to invent and propose a business idea.

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.

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: <u>Business and Entrepreneurship</u>
Each lecture session would be of one hour duration (45 sessions)

Module	Module Content	Module Wise Duration (hrs)
I	**Introduction to Business** **1.1 Introduction:** Concept, Characteristics of Contemporary Business, Significance of Business, Business Models (Standard Business Model and Disruptive Business Model) **1.2 Business Objectives:** Vision, Mission, Objectives-Concept, Role and Characteristics, Hierarchy of Objectives, Steps in Objective formulation, Economic & Social Objectives- Comparison and Reconciliation	12
II	**Business Environment and Environmental Analysis** **2.1 Introduction to Business Environment:** Concept, Characteristics, Internal and External Environment, SWOT Analysis, **2.2 Constituents of Business Environment:** Internal and External-Micro and Macro Environmental components (Political, Technological, Demographic and Economic Environment)	10

III	**Corporate Level Strategies** **3.1 Introduction to Strategy:** Concept, Levels- Corporate, Business and Functional Level **3.2 Corporate Level Strategies:** Concentration, Integration, Diversification, Mergers and Acquisitions, Joint Venture, Strategic alliances, Turnaround	13
IV	**Entrepreneurship** **4.1 Entrepreneurship:** Concept, Importance, Characteristics, Women Entrepreneurs, Impact of Entrepreneurial firms, Entrepreneurial Process **4.2 Entrepreneurial Funding:** Need & Sources- Personal Financing, Equity Financing, Debt Financing & Creative Sources of Financing **4.3 Business Plan:** Structure and content of a business plan, Presenting business plan	6
	Assignment (20 marks)	4

Reference Books:

Title	Author(s)	Publisher
Business Environment (e 2016)	A. C. Fernando	Pearson
Strategic Management (4 e 2015)	Azhar and Adela Kazmi	McGraw Hill Education (India) Private Limited
Business Policy and Strategic Management (4e 2015)	Francis Cherunilam	Himalaya Publishing House
Entrepreneurship (6 e 2022)	Bruce R. Barringer and R. Duane Ireland	Pearson

Details of Continuous Assessment (ICA)- 40 Marks

Continuous Assessment	Details	Marks
Component 1 (ICA-1)	Internal class test (online or offline) MCQs/Explain the concepts/Answer in brief/Case study or application-based questions.	**20 marks**
Component 2 (ICA-2)	Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Documentary filming/ Assignments/ Group Discussions Etc.	**20 marks**

Details of Semester End Examination (TEE)- 60 Marks

Q. No.	Particulars	Marks
Q.1.	Attempt any two out of three (Module 1)	12
Q.2.	Attempt any two out of three (Module 2)	12
Q.3.	Attempt any two out of three (Module 3)	12
Q.4.	Attempt any two out of three (Module 4)	12
Q.5.	Case study/application-based questions	12