

Business Studies

Program Name – B.Com		Semester – I		
Course Name: Business Studies		Course Code:		
Vertical :		Major (Mandatory)		
Periods per week (60 minutes)		02		
Tutorial/Lab Work		-		
Credits		02		
		Duration	Total Marks	Minimum Passing Marks
Evaluation System	End Semester Examination	60 Minutes	30	12
	Internal Continuous Evaluation	40 Minutes	20	08

Objectives of the Course:

- To familiarize the learners with the concept and functions of business, significance and objectives of business, globalization and various business strategies.
- To orient the learners about business environment, project planning, project report, feasibility study, entrepreneurship, start-ups and Gig economy.

Module	Name	Lectures
1.	Introduction to Business	15
2.	Business Planning and Business Unit Promotion	15
	Total	30

R- Remember, U- Understand, A – Apply, AN- Analyze, EV- Evaluate, CR - Create

Module / Unit	Proposed Syllabus As per DSC framework of NEP	Level of Knowledge Applicable as per Blooms Taxonomy
I	<p><u>Introduction to Business:</u> A) Concept, Functions, Significance of business. Traditional and Modern Concept of business</p> <p>B) Objectives of Business: Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives</p> <p>C.) New Trends in Business: Globalization and its impact on business, Strategy Alternatives -Growth, Retrenchment, Corporate Restructuring and Turnaround Strategies</p>	<p>.A)R, U</p> <p>B) R, U</p> <p>C) U, A, AN</p>

II	<p><u>Business Planning and Entrepreneurship</u></p> <p>A) Business Environment: Concept, Importance of business environment, Constituents of Business Environment: Internal and External Environment Interrelationship between Business and Environment.</p> <p>B) Project Planning: Introduction: Concept and importance of Project Planning; Project Report; feasibility Study types and its importance.</p> <p>C) Entrepreneurship Introduction: Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Concept of Intrapreneur, Difference between Entrepreneur and Intrapreneur, Start-up Culture and Gig Economy.</p>	<p>A) U, AN</p> <p>B) U, AN</p> <p>C) U, A, AN</p>
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Course Outcomes:

CO 1: Learners will be able to understand and analyze the concept and functions of business, significance and objectives of business, globalization and various business strategies.

CO 2: Learners will be able to familiarize themselves about business environment, project planning, project report, feasibility study, entrepreneurship, start-ups and Gig economy.

Books and References

- Maheshwari, Rajendra P, Mahajan, J.P. (2011). Business Organization and Management. International Book House Pvt. Ltd.
- Tulsian, P. C. (2002). Business Organisation and Management. India: Pearson Education.
- Principles of Business Organisation and Management, 6/e. (n.d.). India: S. Chand Limited.
- Kaul, V. K. (2011). Business Organization and Management: Text and Cases. India: Pearson India.
- Aaker, D. A. (2001). Developing Business Strategies. United Kingdom: Wiley.
- Mathur, S. S., Kenyon, A. (2008). Creating Valuable Business Strategies. Germany: Elsevier/Butterworth-Heinemann.
- Business Strategies for Sustainability. (2018). United Kingdom: Taylor & Francis.
- Business Environment by Dr. V. C. Sinha, Ritika Sinha (eBook)(English): SBPD Publications. (2020). (n.p.): SBPD Publications.

- Shah, A. J., Reece, M., Gitman, L. J., Hyatt, J. C., Talsma, B., McDaniel, C., Koffel, L. (2018). Introduction to Business. United States: OpenStax, Rice University.
- Fernando, A. C. (2011). Business Environment.: India: Pearson Education India.
- Serrador, P. (2014). Project Planning and Project Success: The 25% Solution. United States: CRC Press.
- Covello, J. A., Hazelgren, B. J. (1994). The Complete Book of Business Plans: Simple Steps to Writing a Powerful Business Plan. United States: Sourcebooks Trade.
- Valentin, E. (2014). Business Planning and Market Strategy. United States: SAGE Publications.
- Legal Aspects of Business (Mercantile Law Industrial and Company Laws). (2011). India: S Chand.

Examination and Evaluation Pattern

The examination for the students in this course will be held under two heads:

- Continuous Internal Assessment
- End Semester Examination

Type	Continuous Internal Assessment	End Semester Examination
Total Marks	20	30
Minimum Passing Mark	8	12

Continuous Internal Assessment

This is Continuous Internal Assessment for 20 marks which would include:

Evaluation type	Marks
One written test of 20 marks. (Duration 40 Minutes) Pattern would be as follows: Q.1 A) Multiple Choice Questions (any 5 of 6) ----- 5 M B) True / False (any 5 of 6) ----- 5 M Q.2 Short Notes (any 2 of 3) ----- 10 M	20

End Semester Examination

- Maximum Marks: 30
- Questions to be set: 02
- Duration: 60 Minutes

All Questions are Compulsory Carrying 15 Marks Each

Question No	Particulars	Marks
Q-1	Answer any 2 out of 3	15
Q-2	Answer any 2 out of 3	15

Percentage of 6 categories of Blooms Taxonomy in question paper

	Continuous Internal Assessment (20 Marks)		End Semester Examination of 30 Marks						
% in Question Paper	Remember	Understand	Remember	Understand	Apply	Analyze	Evaluate	Create	
	20%	20%	-	30%	15%	15%	-	-	100%