

**Thakur College of Science &
Commerce
[Autonomous]**

**B.Com (Entrepreneurship)
Programme**

**Three Year Integrated
Programme - Six Semesters**

Course Structure

**Under Choice Based Credit, Grading
and Semester *System***

**B.Com (Entrepreneurship), Thakur College of
Science & Commerce**

ELIGIBILITY:

A candidate for being eligible for admission to the B.Com (Entrepreneurship) Degree Course shall have passed the H.S.C. (Std. XII) Examination of the Maharashtra State Board of Higher Secondary Education or its Equivalent Examination or a Diploma in any Engineering Branch conducted by the Board of Technical Education, Maharashtra State with two years or three years or four years duration after S.S.C. conducted by the Board of Technical Education, Maharashtra State or its equivalent examination by securing minimum 45% marks for Open category (in one attempt) at the respective Examination and minimum 40% marks for the reserved category (in one attempt).

B.Com (Entrepreneurship) Programme

**Under Choice Based Credit, Grading and Semester System
Course Structure**

**F.Y.B.Com (Entrepreneurship)
(To be implemented from Academic Year 2021 – 2022)**

Course Code	Semester I	Credits	Course Code	Semester II	Credits
1A	Ability Enhancement Compulsory Course (AECC)		1A	Ability Enhancement Compulsory Course (AECC)	
TCSCUCBIE101	Foundation Course - I (Indian Ethos in Management)	2	TCSCUCBIE201	Foundation Course - II (Life Skills & Self-Management)	2
1B	Skill Enhancement Course (SEC)		1B	Skill Enhancement Course (SEC)	
TCSCUCBIE102	Introduction to Design Thinking	3	TCSCUCBIE202	Business Communication	3
2	Core Course (CC)		2	Core Course (CC)	
TCSCUCBIE103	Introduction to Business Accounting	3	TCSCUCBIE203	Marketing Management	3
TCSCUCBIE104	Philosophy of Entrepreneurship & Intrapreneurship	3	TCSCUCBIE204	Legal Structures for Entrepreneurs	3
TCSCUCBIE105	Business Environment	3	TCSCUCBIE205	Sectoral Innovation	3
TCSCUCBIE106	Micro Economics	3	TCSCUCBIE206	Macro Economics	3
TCSCUCBIE107	Business Mathematics	3	TCSCUCBIE207	Business Statistics with MS - Excel	3
	Total Credits	20		Total Credits	20

*List of Skill Enhancement Courses (SEC) for Semester I (Any One)			**List of Skill Enhancement Courses (SEC) for Semester II (Any One)		
1	Foundation Course - I		1	Foundation Course - Value Education and Soft Skill - II	
2	Foundation Course in NSS - I		2	Foundation Course in NSS - II	
3	Foundation Course in NCC - I		3	Foundation Course in NCC - II	
4	Foundation Course in Physical Education - I		4	Foundation Course in Physical Education - II	

B.Com (Entrepreneurship) Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

F.Y.B.Com (Entrepreneurship)
(To be implemented from Academic Year 2021 – 2022)

No. of Courses	Semester II	Credits
1A	<i>Ability Enhancement Compulsory Course (AECC)</i>	
1	Foundation Course - II (Life Skills & Self-Management)	2
1B	<i>Skill Enhancement Course (SEC)</i>	
2	Business Communication	3
2	<i>Core Course (CC)</i>	
3	Marketing Management	3
4	Legal Structures for Entrepreneurs	3
5	Sectoral Innovation	3
6	Macro Economics	3
7	Business Statistics with MS - Excel	3
	Total Credits	20

Semester II
Ability Enhancement Compulsory Course (AECC)

Foundation Course - II (Life Skills & Self-Management)

Modules at a Glance

Sr. No.	Module	No. of Lectures
1	Unwind the Ordinary Mindset	10
2	The Awakening Engineering (The power to choose the version of the world with Inner)	10
3	Recoding yourself - Transforming your inner self with Subconscious Mind	10
4	Becoming Extraordinary & living an Exemplary Life (Changing the world)	15
	Total	45

Sr. No.	Module
1	<p>Unwind the Ordinary Mindset</p> <p>Culturescape</p> <ul style="list-style-type: none"> • Living in the culturescape –How you were shaped by the world around you • Transcend the culturescape –Where we learn to question the rules of the world we live in • The Dawn of the brules • The dual worlds we live • Welcome to the culturescape of limiting beliefs • Stepping out of the culturescape • Why safety is overrated <p>Question the Brules</p> <ul style="list-style-type: none"> • The lies we choose to believe • Common Brules worth challenging • Five ways we take on Brules • How to make a dent in the universe • Taking the Brules by the horns • Its time to start questioning • Life beyond the brules
2	The Awakening Engineering (The Power to choose the version of the world)

	<p>Practice consciousness Engineering</p> <ul style="list-style-type: none"> • Computational thinking meets personal growth • An operating System for human consciousness (Your models of reality)- Hardware (Systems for living) Software • The limitations of Today’s models of Reality and Systems for living • Leveling up your inner game • How to speed up your Learning rate • The twelve areas of balance <p>Reality Trends</p> <ul style="list-style-type: none"> • Rewrite your Models of Reality • Why are we having low –self esteem • The burden of disempowering models of reality that we inherited • The meaning making machine in the head • How our beliefs influence others • Healthier models for ourselves and around us • External Models of Reality • Two tools to Rewire your models of Reality <p>Effect of Upgrade</p> <ul style="list-style-type: none"> • Upgrade your systems for living • Upgraded Systems for an upgraded life • Extraordinary people discover Extraordinarily effective systems • The discovery process • Set points and measurement • The positive psychology of set points • The systems of the future • How to rule your mind
3	Recoding Yourself – Transforming your inner self with subconscious mind
	<p>Bend Reality (Where we identify the ultimate state of Human existence)</p> <ul style="list-style-type: none"> • The Four states of Human Living • The two elements of Bending reality • How bending Reality feel <p>Blissipline</p> <ul style="list-style-type: none"> • Living in Blissipline –Where you learn about the important Discipline of Maintaining Daily basis • Why happiness matters • How happiness happens • Your happiness Gauge • The path to Blissipline; Three systems for advancing your happiness levels Blissipline system 1 - The power of Gratitude

	<p>Blissipline system 2 - Forgiveness Blissipline system 3 - The practice of giving</p> <p>Goal Setting</p> <ul style="list-style-type: none"> • Create a vision for your Future-Where we learn how to make sure that the goals we are chasing will really lead to long term happiness • Forward Momentum • The Dangers of Goal setting • Choose End Goals; Skip means Goal • The Important Distinction : Means Goal versus End Goal • How to identify Means goal • How to identify End Goal • The Three most important questions • How do you want to grow • Blue print for the soul
4	Becoming Extraordinary & living an Exemplary Life (Changing the World) Fight out Fear
	<ul style="list-style-type: none"> • Be Irresistible – where we learn to be Fear Proof • How to be Spiritual Badass • Buddha or Badass • The First component of Being fearless is self-fueled Goals • The ultimate beauty of self-fueled End Goals • The second Component of being fearless is Realizing you are enough • From Hole to Whole • Becoming Immune to others, behaviors, Criticism or Judgment <p>Knowing Better</p> <ul style="list-style-type: none"> • Embrace your Quest where we learn how to put it all together and live a life of meaning • Where we've come from - 4 parts of this course • What extraordinary people have in common • Enter Kensho and Satori • You feel connectedness with all life • You are pulled by your vision • You feel luck is on your side • Discovering your quest • Tools for your journey –Introducing the six phase meditation • How to practice six phase meditation • The results you see and those you don't

Reference Books:

- The code of extraordinary mind by Vishen Lakhiani
- The Happiness prescription – Deepak chopra
- Think and Grow Rich by Napoleon Hill
- As A Man Thinketh by James Allen

Semester II
Skill Enhancement Course (SEC)

Business Communication

Modules at a Glance

Sr. No.	Module	No. of Lectures
1	Exploring the Passion	15
2	Master the Art of Story Telling	15
3	Starting the conversation & Teach me Something	15
4	Techniques to jaw dropping moments of conversation	15
	Total	60

Sr. No.	Module
1	Exploring the Passion
	<ul style="list-style-type: none"> • Unleash the Master within • What makes your heart sing? • The happiest man in the world • Why you will fail to have a great career • The new science of Passion and Persuasion • Passion –Why it works • The Brain never stops growing • Secrets of Infectious Personalities • Passion is contagious, Literally
2	Master the Art of story telling
	<ul style="list-style-type: none"> • Break down the wall with stories • Power of Pathos • Your Brain on stories • Stories plant ideas and emotions into a listeners Brain • Stories are just the data with a soul • Three simple effective types of stories • Lead with stories and succeed in business
3	Have a Conversation & Teach Me Something
	<ul style="list-style-type: none"> • The Art of asking and practicing • How to say it so people listen • Debunking Body Language Myths

	<ul style="list-style-type: none"> • Talk , Walk and Look like a leader • Gestures make a strong argument even stronger • The Gist of Gestures • The three fixes for common body language problem • Your strength as a speaker comes from within • Explore outside the field • Successful presentations reveal ideas you'd never considered • TED gives your brain constant workout • The Journey to Exploration
4	Techniques to Jaw Dropping Moments of Conversation
	<p>Deliver Jaw–dropping Moments</p> <ul style="list-style-type: none"> • Unleash an emotionally charged event • Ending on a high note <p>Lighten up</p> <ul style="list-style-type: none"> • The brain loves humor • Laughing all the way to the bank. <p>Memorable</p> <ul style="list-style-type: none"> • Stick to the 18 minute rule • Listening is draining • Creativity strives under constraints <p>The Three-Story Structure</p> <ul style="list-style-type: none"> • Paint a Mental Picture with Multisensory Experiences • Multimedia Experiences Enhance learning • How Linkedin simplifies its Marketing Power point • Stay in your lane

Reference Books;

- Art of public speaking by Dale Carnegie,
- The 9 public speaking secrets by Carmine Gallo
- Effective art of public speaking by Sourabh Ramteke
- Mastering Art of public speaking Michael J Gelb

Semester II Core Course (CC)

Marketing Management

Modules at a Glance

Sr. No.	Module	No. of Lectures
1	Understanding Marketing Management	15
2	Capturing Marketing Insights and Connecting with Customers	15
3	Building Strong Brands and Creating Value	15
4	Communicating and Delivering Value and Conducting Marketing Responsibly for Long Term Success	15
	Total	60

Sr. No.	Module
1	Understanding Marketing Management
	<ul style="list-style-type: none">• Teachings of Indian philosophy for Marketing• Defining Marketing for the New Realities• Developing Marketing Strategies and Plans• Creating Long Term Loyalty Relationships
2	Capturing Marketing Insights and Connecting with Customers
	<ul style="list-style-type: none">• Collecting Information and Forecasting Demand• Conducting Market Research• Analyzing Customer Markets• Analyzing Business Markets• Tapping into Global Markets
3	Building Strong Brands and Creating Value
	<ul style="list-style-type: none">• Identifying Market Segments and targets• Crafting the Brand Positioning• Creating Brand Equity• Addressing Competition and Driving Growth• Designing and Managing Services• Introducing New Market Offerings

4	Communicating and Delivering Value and Conducting Marketing Responsibly for Long Term Success
	<ul style="list-style-type: none"> • Designing and Managing Integrated Marketing Communication • Managing Mass Communications • Managing Digital Communications • Managing Personal Communications • Designing and Managing Integrated Marketing Channels • Managing Retailing, Wholesaling and Logistics • Managing Holistic Marketing for the Long Run

Reference Books:

- Marketing Management | marketing cases in the Indian context | Fifteenth Edition | By Pearson 2017 by Philip Kotler, Keven Lane Keller
- Managing by the Bhagavad Gītā, Timeless Lessons for Today’s Managers, by Satinder Dhiman and A. D. Amar, 2019

Semester II
Core Course (CC)
Legal Structures for Entrepreneurs

Modules at a Glance

Sr. No.	Module	No. of Lectures
1	Introduction to Design Thinking	15
2	The Three Stages Plus One	15
3	Devise Solution	15
4	Determine Feasibility of the Solution	15
	Total	60

Sr. No.	Module
1	Business Structures & Regulations
	<ul style="list-style-type: none"> • Business Structures in India • Applicable Law to the respective business structures • Industry wide Regulators
2	Proprietorship & Partnership
	<ul style="list-style-type: none"> • Applicable Acts • Ownership • Liabilities • Business Association • Finance • Insurance • Banking • Compliance
3	Private Limited & Association of Persons
	<ul style="list-style-type: none"> • Applicable Acts • Ownership • Liabilities • Business Association • Finance • Insurance • Banking • Compliance

4	Public Limited & Public Trusts
	<ul style="list-style-type: none"> • Applicable Acts • Ownership • Liabilities • Business Association • Finance • Insurance • Banking • Compliance

Reference Books:

- Company Law, Eastern Book Company by Dr. Avtar Singh
- Datta on the Company Law, Lexis Nexis by C.R. Datta
- Guide to the Companies Act, Lexis Nexis by A. Ramaiya
- Company Law, Kalyani Publishers by K.C. Garg, R.C. Chawla, Vijay Gupta

Semester II
Core Course (CC)
Sectoral Innovation

Modules at a Glance

Sr. No.	Module	No. of Lectures
1	Introduction of Sectors & Economies	15
2	Automobile Sector	15
3	E-Commerce Sector	15
4	Banking & Finance Sector	15
	Total	60

Sr. No.	Module
1	Introduction of Sectors & Economies
	<ul style="list-style-type: none"> • Understanding of World Economics • Understanding Indian Economy & Politics • Infrastructure - Physical & Digital • Sectors in India
2	Automobile Sector
	<ul style="list-style-type: none"> • Introduction - History • Size • Type • Product • Process • Participants • connected sectors • Legal Aspects • Taxation • Associations • Government policy • Geography
3	E-Commerce Sector
	<ul style="list-style-type: none"> • Introduction - History • Size

	<ul style="list-style-type: none"> • Type • Product • Process • Participants • connected sectors • Legal Aspects • Taxation • Associations • Government policy • Geography
4	Banking & Finance Sector
	<ul style="list-style-type: none"> • Introduction - History • Size • Type • Product • Process • Participants • connected sectors • Legal Aspects • Taxation • Associations • Government policy • Geography

Reference:

This subject is completely developed on multiple case studies of various corporate entities (domestic & globally) in their respective sectors highlighting the critical analysis of the reasons for Failures and overcoming the challenges with the Innovative Approaches.

**Semester II
Core Course (CC)
Macro Economics**

Modules at a Glance

Sr. No.	Module	No. of Lectures
1	Big Picture of Macroeconomics	14
2	Keynesian Economics (AD-AS Model)	16
3	Money, Prices and Inflation	14
4	Goods and Money Market Equilibrium (IS- LM Model) and Supply Side Economics	16
	Total	60

Sr. No.	Module
1	Big Picture of Macroeconomics
	<p>Introduction to Economics</p> <ul style="list-style-type: none"> • Meaning and Definition of Macroeconomics • Scope of Macroeconomics <p>Circular flow of Income</p> <ul style="list-style-type: none"> • Open and closed Economy Model <p>National Income Accounting</p> <ul style="list-style-type: none"> • Concepts of National Income • Concept of Real GDP, Nominal GDP and GDP Deflator • Measurement of national income in India • Numerical Problem <p>Macro-Economic Variables: Unemployment and Inflation</p> <ul style="list-style-type: none"> • Unemployment – Concept and Types • Measurement of Unemployment • Inflation – Concept and Types • Measurement of Inflation • Numerical Problem <p>Trade cycle/Business Cycle</p>

	<ul style="list-style-type: none"> • Features and Phases of Trade Cycle • Indicator of Trade cycle: Lagging, Leading and Coincidental Indicator • Case Study
2	Keynesian Economics (AD-AS Model)
	<p>Determination of Income and Employment (AD-AS Model)</p> <ul style="list-style-type: none"> • Meaning of Aggregate Demand • Factors Affecting Aggregate Demand • Meaning of Aggregate Supply • Factors affecting Aggregate Supply • Theory of effective demand • Inflationary Gap and Recessionary Gap <p>Theory of Consumption</p> <ul style="list-style-type: none"> • Consumption Function and its Properties • Propensity to Consume <p>Theory of Investment</p> <ul style="list-style-type: none"> • Meaning of Investment • Autonomous Investment and Induced Investment • Marginal efficiency of capital <p>Theory of Multiplier</p> <ul style="list-style-type: none"> • Concept of Investment Multiplier • Working of multiplier • Limitation of working of multiplier
3	Money, Prices and Inflation
	<p>Demand For Money</p> <ul style="list-style-type: none"> • Meaning and Definition of Money • Concept of Nominal and Real Money • Theories of Demand for money • Case study <p>Money Supply</p> <ul style="list-style-type: none"> • Money Supply – Meaning and Concepts • Monetary Aggregates in India • Determinants of Money Supply • Velocity of money <p>Determination of interest Rate</p> <ul style="list-style-type: none"> • Determination of interest Rate • Monetary Policy – Meaning ad Concept • Instruments of Monetary Policy
4	Goods and Money Market Equilibrium (IS- LM Model) and Supply Side Economics

	<p>IS – LM Model</p> <ul style="list-style-type: none"> • Derivation of IS curve (Shift and Movement in IS curve) • Derivation of LM curve (Shift and Movement in LM curve) • IS – LM Equilibrium • Impact of Fiscal and Monetary Policies, Crowding Out effect <p>Unemployment and Inflation & Stagflation</p> <ul style="list-style-type: none"> • Philips curve – Short run & Long run • Supply Shock & Stagflation – Causes & Consequences • Policies to correct Stagflation • Laffer Curve
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Reference Books:

- Gregory Mankiw” Lec of Macroeconomics”
- Macroeconomics by Dornbusch and Stanley Fischer
- Macroeconomics by Blanchard Olivier
- H.l Ahuja “Macroeconomic theory”
- Principle of Macreconomics by Karl .E. Case
- Macroeconomics by Paul Krugman

Semester II
Core Course (CC)
Business Statistics with MS – Excel

Modules at a Glance

Sr. No.	Module	No. of Lectures
1	Measures of Central Tendency and Dispersion	15
2	Correlation and Regression	15
3	Index Number and Time Series	15
4	Probability	15
	Total	60

Sr. No.	Module
1	Measures of Central Tendency and Dispersion
	<ul style="list-style-type: none"> • Frequency distribution : Raw data, attributes and variables , Classification of data, frequency distribution, cumulative frequency distribution, Histogram & Ogive curves. • Concept of central tendency, • Desirable Properties for good measures of central tendency. • Measures of central tendency: Arithmetic mean, median and mode for grouped and ungrouped • Data, Combined mean for two groups • Appropriate choice of measures. • Measures of dispersion: Range, Standard deviation(S.D.) for grouped and ungrouped data, combined S.D., Variance. • Measures of relative dispersion : coefficient of range, coefficient of variation • Skewness and kurtosis
2	Correlation and Regression
	<ul style="list-style-type: none"> • concept and types of correlation, Scatter diagram, Interpretation with respect to magnitude and direction of relationship. • Karl Pearson's coefficient of correlation for ungrouped data. • Spearman's rank correlation coefficient. • Concept of regression, Lines of regression for ungrouped data,

	prediction using lines of regression. Regression coefficients and their properties.
3	Index Number and Time Series
	<ul style="list-style-type: none"> • Concept of index number, price index number, price relatives. • Problems in construction of index number. Construction of price index number: Weighted index Number, Laspeyre's, Paasche's and Fishers method. • Cost of living/ consumer price index number : Definition and problems in construction , method of construction: family budget and aggregate expenditure. • Uses of index numbers, commonly used index numbers. • Types of business models • Moving Averages • Least square method of fitting model
4	Probability
	<ul style="list-style-type: none"> • Concept of random experiment/trial and possible outcomes; • Sample Space. Discrete Sample Space and continuous, • Events and different types (mutually exclusive, exhaustive and complimentary), Algebra of Events. • Classical definition of Probability, Addition theorem (without proof), • Conditional probability. • Multiplication theorem and Independence of Events: $P(A \cap B) = P(A) P(B)$.

Reference Books:

- Lecture on types of data: Keith G. Calkins
- Richards, Derek. "Types of data." Evidence-based dentistry 8.2 (2007): 57-58.
- Correlation and Regression Analysis: A Historian's Guide Thomas J.
- Robert H. Shumway and David S. Stoffer, "Time Series Analysis and Its Applications with R Examples", Third edition, Springer Texts in Statistics, (2006).
- "Introduction to Probability and Statistics" by J S Milton and J C Arnold

- An Introduction to Probability and Statistics” by Vijay K Rohatgi and A K MdEhsanesSaleh
- Business Mathematics By D. C. Sancheti and V. K. Kapoor, Sultan Chand & Sons, 2006.
- STATISTICS by Schaum Series.