

# University of Mumbai



## Syllabus

### Course of Bachelor of Commerce (Entrepreneurship)

### Programme

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

Under Choice Based Credit, Grading and  
Semester System

With effect from Academic Year- 2021-2022

## 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
<b>1A</b>	<b>Ability Enhancement Compulsory Course (AECC)</b>		<b>1A</b>	<b>Ability Enhancement Compulsory Course (AECC)</b>	
TCSCUCBIE101	Foundation Course - I (Indian Ethos in Management)	2	TCSCUCBIE201	Foundation Course - II (Life Skills & Self-Management)	2
<b>1B</b>	<b>Skill Enhancement Course (SEC)</b>		<b>1B</b>	<b>Skill Enhancement Course (SEC)</b>	
TCSCUCBIE102	Introduction to Design Thinking	3	TCSCUCBIE202	Business Communication	3
<b>2</b>	<b>Core Course (CC)</b>		<b>2</b>	<b>Core Course (CC)</b>	
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
	<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

<b>*List of Skill Enhancement Courses (SEC) for Semester I (Any One)</b>			<b>**List of Skill Enhancement Courses (SEC) for Semester II (Any One)</b>		
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 I	Credits
<b>1A</b>	<b><i>Ability Enhancement Compulsory Course (AECC)</i></b>	
1	Foundation Course - I (Indian Ethos in Management)	2
<b>1B</b>	<b><i>Skill Enhancement Course (SEC)</i></b>	
2	Introduction to Design Thinking	3
<b>2</b>	<b><i>Core Course (CC)</i></b>	
3	Introduction to Business Accounting	3
4	Philosophy of Entrepreneurship & Intrapreneurship	3
5	Business Environment	3
6	Micro Economics	3
7	Business Mathematics	3
	<b>Total Credits</b>	<b>20</b>

**Semester I**  
**Ability Enhancement Compulsory Course (AECC)**  
**Foundation Course - I (Indian Ethos in Management)**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Module</b>	<b>No. of Lectures</b>
<b>1</b>	Introduction to Indian Ethos and Management	<b>11</b>
<b>2</b>	The Indian Approach to Modern Principles of Management	<b>11</b>
<b>3</b>	Global Management: A New Perspective	<b>12</b>
<b>4</b>	The Takeaway	<b>11</b>
	<b>Total</b>	<b>45</b>

Sr. No.	Module
1	<b>Introduction to Indian Ethos in Management</b>
	<p><b>The Perennial Appeal of Indian Ethos: The Essence of Indian Ethos</b></p> <ol style="list-style-type: none"> <li>I. The Universal Connect of Indian Ethos</li> <li>II. The Battlefield of Life (Right knowledge is critical to success)</li> <li>III. The Psychological Leader (Karmayoga- The Spirit of True Renunciation)</li> <li>IV. The Struggle for The Infinite (Learn from the learned)</li> <li>V. The Mortal and the Immortal (Renounce the “I am Doer” Attitude)</li> <li>VI. The Meaning of Duty (Master the Mind)</li> <li>VII. The Nature of the Right Understanding</li> <li>VIII. The Yoga of Action (Doing One’s Duty)</li> <li>IX. The Detached Self</li> <li>X. Awaken the Higher Self (The path to Self-Actualization)</li> <li>XI. The Yoga of Meditation</li> <li>XII. The Yoga of Devotion</li> <li>XIII. Cosmology and Eschatology (The Supreme Reality)</li> <li>XIV. The Glory and Majesty of the Almighty (Understanding the Three Gunas)</li> <li>XV. The Way and the Goal</li> <li>XVI. The Good and the Bad (The empowering and disempowering dispositions)</li> <li>XVII. The Absolute Reality</li> <li>XVIII. The Yoga of Liberation of Spirit</li> </ol>
2	<b>The Indian Approach to Modern Principles of Management</b>
	<p><b>Value Based Management (Developing Mission, Vision, and Values)</b></p> <ul style="list-style-type: none"> <li>• The Way of Action</li> <li>• The Way of Devotion</li> <li>• The Way of Knowledge</li> <li>• Prominent Values Today and Their Impact on Business</li> <li>• Value Based Approach</li> <li>• How Managers think, relate and act</li> <li>• The Results</li> </ul> <p><b>Karma Yoga for Superior Business Performance</b></p> <ul style="list-style-type: none"> <li>• Business Competition and Work</li> <li>• Key Management Principles</li> <li>• Limitations of Findings</li> </ul> <p><b>Training the Mind (Goals and Objectives)</b></p> <ul style="list-style-type: none"> <li>• Learning of the Mind</li> </ul>

	<ul style="list-style-type: none"> <li>• How to Manage knowledge workers</li> </ul> <p><b>Functions of Boundaries in Systems For Generations Of Leaders And Managers (Distinguishing Revelation Politics from Salvation Theology)</b></p> <ul style="list-style-type: none"> <li>• Phenomenal Duality – (Paradoxes) <ul style="list-style-type: none"> <li>○ First Duality: Figure and Background</li> <li>○ Second Duality: Conscious and unconscious</li> <li>○ Third Duality: Life and Death</li> <li>○ Fourth Duality: I and the Other</li> <li>○ Fifth Duality: Finite and Infinite</li> <li>○ Sixth Duality: Mind and Matter</li> <li>○ Seventh Duality: Spirit and Nature</li> </ul> </li> </ul>
<b>3</b>	<b>Global Management: A New Perspective</b>
	<p><b>Leadership and Communication</b></p> <ul style="list-style-type: none"> <li>• Unity, Duty and Equanimity: <ul style="list-style-type: none"> <li>○ Unity – Good leader identifies with all</li> <li>○ Duty - Goal-directed thinking prioritizes product over process, an end over means philosophy that can justify unethical tactics or inspire a pervasive fear of failure and eventual employee burn-out. A meaningful sense of duty is essential for successful organizational cultures, and one’s duty cannot simply be assumed as a given based on a social position or job title.</li> <li>○ Equanimity - Leading with equanimity requires self-mastery and control.</li> </ul> </li> <li>• Application Principle 1: Meaningful Leadership: <ul style="list-style-type: none"> <li>○ Gary Yukl’s matrix (explains the connect between list of effective leadership functions to the associated values as per Indian ethos)</li> </ul> </li> <li>• Application Principle 2: Meaningful Communication</li> </ul> <p><b>Ethics of Enlightened Leaders</b></p> <ul style="list-style-type: none"> <li>• Meditate and Then Act</li> <li>• Enlightened Leadership</li> <li>• Spontaneous Action</li> </ul> <p><b>Indian Approach to Stress Mitigation and Holistic Well-Being</b></p> <ul style="list-style-type: none"> <li>• Indian Context as an Allegory to Human Existence</li> <li>• Indian Perspective on Desires and Anchoring with Cognition, Emotion and Behavior</li> </ul> <p><b>Ten Key Management Messages</b></p> <ul style="list-style-type: none"> <li>• Knowledge (Gyana)</li> <li>• Doing one’s duty – (Kartavya)</li> <li>• Focus on process, Not the outcome – (Karma)</li> </ul>

	<ul style="list-style-type: none"> <li>• Leadership</li> <li>• Emphasis on Accumulating Knowledge</li> <li>• Conquer Your Mind</li> <li>• How to Succeed</li> <li>• Human Personalities</li> <li>• Looking for Opportunities</li> <li>• Don't Be Looking for Work to be Assigned to You</li> </ul>
<b>4</b>	<b>The Takeaway</b>
	<p><b>From Battlefield to Board Room</b></p> <ul style="list-style-type: none"> <li>• Understanding the war concepts &amp; strategies</li> <li>• Challenges &amp; Solutions for various Business Situations</li> </ul> <p><b>Doing the Right Thing</b></p> <ul style="list-style-type: none"> <li>• Understanding the Fundamental Problem</li> <li>• Doing Good and Feeling Good are Connected</li> <li>• Ethical and Spiritual Disciplines</li> <li>• Three Paths to Liberation</li> <li>• The Path to Knowledge</li> <li>• Three Gunas and the Transcendence</li> <li>• Attaining Equanimity through the Path of Action</li> <li>• The Path to Meditation</li> <li>• The Path to Devotion</li> <li>• Five Practices that Lead to Security, Peace and Liberation</li> </ul>

### Reference Books:

- Principles of Management by Saylor Foundation
- Principles of Management Essentials You Always Wanted To Know (Second Edition) (Self-Learning Management Series) , January 2020 by Callie Daum
- Principles of Management | 6th Edition Paperback – 30 June 2017by Tripathi
- The Decision Book Fifty Models for Strategic Thinking by Mikael Krogerus and Roman Tschäppeler, 2011
- Managing by the Bhagavad Gītā, Timeless Lessons for Today's Managers, by Satinder Dhiman and A. D. Amar, 2019
- Bhagavad Gita As It Is by A.C. Bhaktivedanta Swami Prabhupada
- The Philosophy of The Bhagavadgita by Swami Krishnananda

- The Bhagavad-gita as an Inspiration to Enterprise and Guide to Business Management, M.V. Nadkarni, Vol 9 Issue 1 Year 2015
- BHAGAVAD GITA: Modern Reading and Scientific Study by C. Radhakrishnan, 2nd Edition, 2017
- Bhagavad Gita Demystified by Ni t h y a n a n d a, 2011
- Building resilience in the COVID-19 era: Three paths in the Bhagavad Gita by Matcheri S. Keshavan, 2020
- Journey Through the Bhagavad Gita: A Modern Commentary, GK Marballi, 2013
- “Leadership lessons from Bhagavad Gita”, Mahadevan, B., Impact, July 2012, pp 13 – 16.
- Management Lessons from Bhagavad Gita, Swagatika Nanda, International Journal of Applied Research 2016; 2(4): 650-652
- Political Thought in Action: The Bhagavad Gita and Modern India Edited by Shruti Kapila and Faisal Devji, 2013
- The Bhagavad-Gita for the Modern Reader: History, interpretations and philosophy, M.V. Nadkarni, 2017

**Semester I**  
**Skill Enhancement Course (SEC)**  
**Introduction to Design Thinking**

**Modules at a Glance**

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

Sr. No.	Module
1	<b>Introduction to Design Thinking</b>
	<p><b>A Primer on Design Thinking</b></p> <ul style="list-style-type: none"> <li>• Traditional Approach</li> <li>• New Design Thinking Approach – Disruptive Innovation</li> <li>• Empathy</li> <li>• Have a Better understanding of the Problem before thinking of the Solution</li> <li>• Collaborate with Diverse Perspectives</li> <li>• Build Prototype</li> <li>• Get feedback from target user</li> <li>• Iterate</li> </ul> <p><b>Mindsets for Design Thinking</b></p> <ul style="list-style-type: none"> <li>• Human-centered</li> <li>• Mindful of process</li> <li>• Culture of prototyping</li> <li>• Show, don't tell</li> <li>• Radical collaboration</li> <li>• Bias toward action</li> </ul> <p><b>Creative Leadership</b></p> <ul style="list-style-type: none"> <li>• Believe in yourself</li> <li>• Be comfortable in ambiguity and diverse perspectives</li> <li>• Be open to failure</li> </ul> <p><b>Best way to get the best out of this approach</b></p> <ul style="list-style-type: none"> <li>• Build a team</li> <li>• Review framework with team</li> <li>• Collaborative engagement</li> <li>• Capture assumptions</li> <li>• Guidance</li> </ul>
2	<b>The Three Stages Plus One</b>
	<p><b>Let Your Curiosity Drive Your Endeavour</b></p> <ul style="list-style-type: none"> <li>• Questions at each stage</li> </ul> <p><b>Failing Early, and Failing Fast</b></p> <ul style="list-style-type: none"> <li>• Be viable from a business perspective and feasible to implement.</li> </ul>

	<ul style="list-style-type: none"> <li>• Instead of continuing to beat a dead horse have that honest insight to fail early and fail fast</li> </ul> <p><b>The Problem Statement</b></p> <ul style="list-style-type: none"> <li>• Template</li> <li>• Example</li> <li>• Guidance</li> </ul> <p><b>Overview of the Transform Framework</b></p>
<b>3</b>	<b>Devise Solution</b>
	<p><b>Stakeholders</b> - Clear understanding of the stakeholders involved around the problem statement. Stakeholders are all the persons who would be the direct beneficiaries of your solution or would be directly or indirectly affected by the idea.</p> <p><b>Research</b> - Spending some time in conducting research about these aspects will help guide one's thinking in the right direction. Research also gives valuable insights into the needs of the users, competitive options, behavioral trends, technology trends, industry trends and so on.</p> <p><b>Persona</b> - Persona is a fictitious representation of the main user who would be using the product or service. Bring the insights from user research to life and build a fictitious persona for each of the core users.</p> <p><b>Current journey</b> - To understand the user's perspective and be in his/her shoes, build the customer journey in the context of the idea. The goal is to have a holistic and comprehensive understanding of the user's context and build empathy with the user. Depending on the situation, one may sketch multiple customer journeys for each persona.</p> <p><b>User's perspective</b> - The user's point of view is a critical step in having a solid understanding of the problem one is trying to solve. The point of view is deeper than a statement summarizing the needs. It is full of insights that can only be extracted if one is really built empathy for the user. This is the opportunity to capture those nuggets of insights which form the basis of your idea.</p> <p><b>Ideation</b> - a methodical and iterative approach based on the user's feedback on all aspects and adaptable to the user's needs.</p>
<b>4</b>	<b>Determine Feasibility of the Solution</b>
	<ul style="list-style-type: none"> <li>• Prioritization</li> <li>• End-To-End Experience Vision</li> <li>• Prototype and Test</li> <li>• Use Case</li> </ul>

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|  | <ul style="list-style-type: none"><li>• Experience Implications</li></ul> |
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**Reference Books:**

- Transforming an Idea Into a Business with Design Thinking : The Structured Approach from Silicon Valley for Entrepreneurs and Leaders By Mashood Alam, 2019
- Design Thinking for Entrepreneurs and Small Businesses: Putting the Power of Design to Work, 2013
- Solving Problems with Design Thinking: Ten Stories of What Works by Jeanne Liedtka & Andrew King & Kevin Bennett, 2013

**Semester I**  
**Core Course (CC)**  
**Introduction to Business Accounting**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Module</b>	<b>No. of Lectures</b>
<b>1</b>	Basics of Entrepreneurship Accounting	<b>15</b>
<b>2</b>	Recording & Understanding the Financials	<b>15</b>
<b>3</b>	Financial Position & its Analysis	<b>15</b>
<b>4</b>	Accounting & Technology	<b>15</b>
	<b>Total</b>	<b>60</b>

Sr. No.	Module
1	<b>Basics of Entrepreneurship Accounting</b>
	<ul style="list-style-type: none"> <li>• Types of business Entities &amp; Choosing right one</li> <li>• Necessary Habit - Accounting &amp; Finance</li> <li>• Important financial terms one should know</li> <li>• Meaning &amp; scope of Accounting</li> <li>• Accounting principles</li> <li>• Depreciation Accounting Importance</li> </ul>
2	<b>Recording &amp; Understanding the Financials</b>
	<ul style="list-style-type: none"> <li>• Recording and Maintaining Records (Book keeping &amp; Accounting)</li> <li>• Journal, subsidiary books, Ledger &amp; Trial Balance</li> <li>• Bank Reconciliation Statements (BRS)</li> <li>• Inventory valuation</li> </ul>
3	<b>Financial Position &amp; its Analysis</b>
	<ul style="list-style-type: none"> <li>• Final Accounts of manufacturing concern (Sole proprietor)</li> <li>• Financial in Formats – Horizontal, Vertical &amp; Schedule VI</li> <li>• Analysis of Income statement and Balance sheet</li> </ul>
4	<b>Accounting &amp; Technology</b>
	<ul style="list-style-type: none"> <li>• Overview Computerized Accounting system</li> <li>• Accounting In Computerized Environment</li> <li>• Accounting package &amp; consideration for their selection like Tally, SAP etc</li> <li>• Evaluation of various Apps helpful for record keeping &amp; follow-up like OK Credit, Khata Book, Trello etc</li> </ul>

**Reference Books:**

- Accounting for small business owners - by Tycho Press
- Financial accounting essentials you always wanted to know - by kalpesh Ashar
- Accounting made simple by Mike Piper
- Indian Financial System: financial markets, institutions and services -by Siddhartha Saha
- Corporate tax planning & business tax procedures by Vinod Singhania
- Financial management, theory and practice by Prasanna Chandra
- Fundamentals of financial management by Prasanna Chandra
- Taxmann's fundamentals of Financial management with excel applications by Dr. R P Rustagi

**Semester I**  
**Core Course (CC)**  
**Philosophy of Entrepreneurship & Intrapreneurship**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Module</b>	<b>No. of Lectures</b>
<b>1</b>	The Entrepreneurial Perspective	<b>15</b>
<b>2</b>	From Idea to Opportunity to the Business Plan	<b>15</b>
<b>3</b>	From Business Plan to Funding the Venture to Launching, Growing and Ending the New Venture	<b>15</b>
<b>4</b>	Who You Are: Entrepreneur or Intrapreneur	<b>15</b>
	<b>Total</b>	<b>60</b>

Sr. No.	Module
<b>1</b>	<b>The Entrepreneurial Perspective</b>
	<ul style="list-style-type: none"> <li>• The Entrepreneurial Mindset</li> <li>• Corporate Entrepreneurship</li> <li>• Generating and Exploiting New Entries</li> <li>• Social Enterprise</li> <li>• Women Empowerment</li> <li>• Entrepreneurship Development Program</li> <li>• New Trends in Entrepreneurship</li> </ul>
<b>2</b>	<b>From Idea to Opportunity to the Business Plan</b>
	<ul style="list-style-type: none"> <li>• Creativity and the Business Idea</li> <li>• Identifying and Analyzing Domestic and International Opportunities</li> <li>• Protecting the Idea and Other Legal Issues for the Entrepreneur</li> <li>• The Business Plan : Creating and Starting the Venture</li> <li>• The Marketing Plan</li> <li>• The Organizational Plan</li> <li>• The Financial Plan</li> </ul>
<b>3</b>	<b>From Business Plan to Funding the Venture to Launching, Growing and Ending the New Venture</b>
	<ul style="list-style-type: none"> <li>• Sources of Capital</li> <li>• Informal Risk Capital, Venture Capital and Going Public</li> <li>• Strategies for Growing and Managing the Implications of Growth</li> <li>• Accessing Resources for Growth from External Resources</li> <li>• Succession Planning and Strategies for Harvesting and Ending the Venture</li> </ul>
<b>4</b>	<b>Who You Are: Entrepreneur or Intrapreneur</b>
	<ul style="list-style-type: none"> <li>• Are you an Intrapreneur?</li> <li>• Identify, Analyze and Polish your best skills and assets</li> <li>• Determine the Growth that Best Suits You</li> <li>• Identify Your Interests and Needs</li> <li>• Failure is a Part of Success</li> <li>• Tackle your weakness</li> <li>• Know Where You Are Working Now</li> <li>• Becoming a Better You, No Matter Where You Are</li> <li>• Never Settle</li> <li>• Dealing with People in Power</li> <li>• Dealing with Your Coworkers</li> </ul>

	<ul style="list-style-type: none"> <li>• Dealing with Family and Friends</li> <li>• Dealing with Entrepreneurs and Other Intrapreneurs</li> <li>• You are Part of the Next Generation</li> <li>• Broaden Your Horizon</li> </ul>
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### Reference Books:

- Entrepreneurship by Robert Hisrich & Michael Peters & Dean Shepherd
- A Shark in a Fish Tank- 15 Principles of Intrapreneurship: The Entrepreneurial Employee by Levitt, Jordan
- Knowledge-Based Social Entrepreneurship by Mitt Nowshade Kabir, 2019
- The Oxford Handbook of Creativity, Innovation, and Entrepreneurship by Christina E. Shalley, Michael A. Hitt and Jing Zhou
- Entrepreneurship - Owning Your Future, Eleventh Edition, by Steve Mariotti with Tony Towle and Edited by Neelam Patel
- Individual Intrapreneurship In Organisations: A New Measure Of Intrapreneurial Outcomes, Joanna Jean North, PhD Thesis, University of York – Electronics, December 2015
- Managed Disruption: A Blueprint for Strategic Intrapreneurship, A Dissertation Submitted in Part-Fulfillment of the Requirements for the Degree of Master of Business Administration of the University of Warwick, Dan Hathway, August 2009

**Semester I**  
**Core Course (CC)**  
**Business Environment**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Module</b>	<b>No. of Lectures</b>
<b>1</b>	Introduction to Business Environment	<b>15</b>
<b>2</b>	India – A Sectorial Study	<b>15</b>
<b>3</b>	Core Factors Impacting The Business Environment Of India	<b>15</b>
<b>4</b>	Business Environment: India And The World	<b>15</b>
	<b>Total</b>	<b>60</b>

Sr. No.	Module
<b>1</b>	<b>Introduction to Business Environment</b>
	<ul style="list-style-type: none"> <li>• Business Environment : <ul style="list-style-type: none"> <li>○ Meaning, Nature, Dimensions and Components</li> </ul> </li> <li>• Environmental analysis : <ul style="list-style-type: none"> <li>○ SWOC and PESTLE</li> </ul> </li> <li>• Business Ecosystems <ul style="list-style-type: none"> <li>○ Blurring boundaries and uncharted frontiers</li> <li>○ Wicked opportunities</li> <li>○ Regulating ecosystems</li> <li>○ Supply chains and value webs</li> <li>○ The new calculus of corporate portfolios</li> <li>○ The power of platforms</li> <li>○ Minimum viable transformation</li> </ul> </li> <li>• Government and business interface</li> </ul>
<b>2</b>	<b>INDIA – A Sectorial Study</b>
	<ul style="list-style-type: none"> <li>• Public and Private Sectors in India</li> <li>• Industrial Development in India</li> <li>• Problem of Poverty</li> <li>• Problem of Unemployment in India</li> </ul>
<b>3</b>	<b>Core Factors impacting the Business Environment of India</b>
	<ul style="list-style-type: none"> <li>• Regional Imbalances</li> <li>• Industrial Sickness</li> <li>• Monetary Policy of India</li> <li>• Fiscal Policy of India and GST</li> <li>• Economic Reforms : Liberalization, Privatization, Disinvestment and Globalization</li> </ul>
<b>4</b>	<b>Business Environment – India &amp; The World</b>
	<ul style="list-style-type: none"> <li>• Industrial Policy, Industrial Licensing and Competition Act - 2002</li> <li>• Foreign Exchange Management Act, 1999</li> <li>• Foreign Trade in India</li> </ul>

**Reference Books:**

- Business Environment: Latest Edition 2020 Paperback – 1 January 2020 by Dr. V. C. Sinha (Author, Contributor), Dr. Ritika Sinha (Author, Contributor), & 1 More
- The Business Environment by Ian Worthington and Chris Britton, fifth edition, 2006

**Semester I**  
**Core Course (CC)**  
**Micro Economics**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Module</b>	<b>No. of Lectures</b>
<b>1</b>	Introduction to Economics and Market Equilibrium	<b>12</b>
<b>2</b>	Demand Analysis and Demand Forecasting	<b>14</b>
<b>3</b>	Production Analysis and Cost Theory	<b>16</b>
<b>4</b>	Market Structure Analysis and Organizational Analysis	<b>18</b>
	<b>Total</b>	<b>60</b>

Sr. No.	Module
1	<b>Introduction to Economics and Market Equilibrium</b>
	<p><b>Introduction to Business Economics</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition of Business Economics</li> <li>• Scope of Business Economics</li> <li>• Basic Principle of Economics</li> <li>• Mathematical Tools of Economic Analysis (Variable, Parameter, Slope, Intercept)</li> </ul> <p><b>Market Equilibrium</b></p> <ul style="list-style-type: none"> <li>• Demand &amp; Determinants of Demand</li> <li>• Law of demand</li> <li>• Demand function</li> <li>• Shift and Movement in Demand</li> <li>• Supply and Determinants of Supply</li> <li>• Law of Supply</li> <li>• Shift and Movement in Supply</li> <li>• Market Equilibrium: Changes in Demand and Supply</li> </ul>
2	<b>Demand Analysis and Demand Forecasting</b>
	<p><b>Elasticity of Demand</b></p> <ul style="list-style-type: none"> <li>• Concept and Definition of Elasticity of Demand</li> <li>• Methods for measuring elasticity of demand</li> <li>• Types of price elasticity-</li> </ul> <p>Income, Cross and Promotional Elasticity</p> <ul style="list-style-type: none"> <li>• Numerical Problems</li> </ul> <p><b>Demand Forecasting</b></p> <ul style="list-style-type: none"> <li>• Demand Distinction</li> <li>• Meaning of Demand forecasting</li> <li>• Importance of Demand Forecasting</li> <li>• Types of Demand Forecasting</li> </ul>
3	<b>Production Analysis and Cost Theory</b>
	<p><b>Theory of production and cost</b></p> <ul style="list-style-type: none"> <li>• Production function</li> <li>• Law of Variable proportion</li> <li>• Law of return to scale</li> <li>• Isoquant, ISO Cost</li> <li>• Producer Equilibrium</li> <li>• Numerical Problems</li> <li>• Concept of Cost</li> <li>• Short run Cost</li> <li>• Long run cost</li> <li>• Economies and Diseconomies of scale</li> </ul>

	<ul style="list-style-type: none"> <li>Numerical Problems</li> </ul>
<b>4</b>	<b>Market Structure Analysis and Organizational Analysis</b>
	<p><b>Revenue Analysis and Objectives of the firm</b></p> <ul style="list-style-type: none"> <li>Concept of Revenue</li> <li>Revenue Analysis</li> <li>Objectives of the firm <ul style="list-style-type: none"> <li>Profit Maximization</li> <li>Sales maximization.</li> </ul> </li> </ul> <p><b>Market Structure Analysis</b></p> <ul style="list-style-type: none"> <li>Market Structure- Meaning and Concept</li> <li>Perfect Competition- Structure and Equilibrium</li> <li>Imperfect Market Structure – Structure and Equilibrium</li> </ul> <ol style="list-style-type: none"> <li>Monopolistic Competition</li> <li>Oligopoly</li> <li>Monopoly</li> </ol> <ul style="list-style-type: none"> <li>Measurement of Market Power</li> </ul> <p><b>Organizational Analysis</b></p> <ul style="list-style-type: none"> <li>Entrepreneur - Innovation theory</li> <li>Risk and Uncertainty</li> <li>Time value of money</li> <li>Capital Budgeting</li> <li>Break Even Analysis, Contribution Analysis and Profit Volume Ratio</li> </ul>

**Reference Books:**

- Gregory Mankiw” Principle of Microeconomics”
- Paul Samuelson,” Introduction to economics”
- H.1 Ahuja “Microeconomic theory”
- Managerial Economics by Dwivedi
- Managerial Economics by Salvatore
- Managerial Economics: Craig H. Petersen, W. Chris Lewis and Sudhir K. Jain, Pearson Education
- Managerial Economics – Foundations of Business Analysis and Strategy: Christopher R. Thomas and S. Charles Maurice, McGraw Hills

**Semester I**  
**Core Course (CC)**  
**Business Mathematics**

**Modules at a Glance**

Sr. No.	Module	No. of Lectures
1	Time Value of Money	15
2	Commission, Brokerage and Discount	15
3	Partnership	15
4	Insurance	15
	<b>Total</b>	<b>60</b>

Sr. No.	Module
<b>1</b>	<b>Time Value of Money</b>
	<ul style="list-style-type: none"> <li>• Simple Interest, Compound interest (Nominal and effective rate of interest),</li> <li>• Concept of annuity</li> <li>• Accumulated and Present value of annuity.</li> <li>• Equated Monthly Instalments (EMI) (Reducing balance &amp; Flat Interest rate of interest),</li> <li>• Leasing</li> <li>• Problems</li> </ul>
<b>2</b>	<b>Commission, Brokerage and Discount</b>
	<ul style="list-style-type: none"> <li>• Commission on sales, Salaries based on commission</li> <li>• Problems based on commission</li> <li>• Profit and Loss based problems</li> <li>• Discount on sales</li> <li>• Discount on bills</li> </ul>
<b>3</b>	<b>Partnership</b>
	<ul style="list-style-type: none"> <li>• Basic concepts of ratio, proportion, Partnership and Goodwill</li> <li>• Properties of proportion</li> <li>• Types of partnership</li> <li>• Goodwill calculation</li> </ul>

<b>4</b>	<b>Insurance</b>
	<ul style="list-style-type: none"><li>• Types of insurance</li><li>• Introduction to General insurance</li><li>• Formula related to find Claim of Insurance</li></ul>

**Reference Books:**

- Ratio and Proportion by Authors: Ben-Chaim, David, Keret, Yaffa, Ilany, Bat-Sheva
- The Complete Finance & Insurance Reference Book by David Stephenson
- BUSINESS MATHEMATICS BY ANDRE FRANCIS
- Business Mathematics By D. C. Sancheti and V. K. Kapoor, Sultan Chand & Sons, 2006.

## SCHEME OF EVALUATION

The performance of the learners will be evaluated under two Components. One component will be the Internal Assessment component - Continuous Evaluation carrying 40% marks and the second component will be the Semester-wise End Examination component carrying 60% marks. The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:

### A) Internal Assessment: 40 %

#### Internal Assessment-Continuous Evaluation (CE)

Sr. No.	Particular	Marks
CE	A. Presentations	20 Marks
	B. Assignments	15 Marks
	C. Class Participation & Organizing & Participating in Academic related activities	05 Marks

### B) Semester End Examination: 60 %

- i) Duration: The examination shall be of 2 Hours Duration:
- Theory Question Paper Pattern: There shall be 4 questions each of 15 marks.

#### Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade E to pass a particular semester A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.

## Question Paper Pattern

Maximum Marks: 60

Questions to be set: 04

Duration: 2 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Full Length Question <i>OR</i>	15 Marks
Q-1	Full Length Question	
Q-2	Full Length Question <i>OR</i>	15 Marks
Q-2	Full Length Question	
Q-3	Full Length Question <i>OR</i>	15 Marks
Q-3	Full Length Question	
Q-4	Case Study	15 Marks

**Note: Theory Question of 15 Marks may be Divided into Two Sub-questions of 7 and 8 Marks Each or, 10 and 5 Marks each.**