

F.Y.B.Com. 116F Foundation Course in Commerce

Unit No.	Unit Title	Contents
1	Forms of Business Organization	<p>A. Organization – Meaning , Importance</p> <p>B. Sole Proprietorship , Partnership , LLP , Joint Stock Companies, Joint Ventures , Cooperative, Government form of Business Organization(Departmental, Corporation , Government company), Non-Government Organizations – Meaning , Definition , Structure , Advantages and Disadvantages</p>
2	Types of Business Models	<p>Franchise, Brick and Mortar, e- Commerce, Bricks and Clicks, Nickel and Dime, Freemium, Subscription, Aggregator, Online Market Place , Data Licensing/ Data Selling, Digital Advertising, Affiliate Marketing, Drop Shipping, Agency Based, Peer to Peer Catalyst/Platform, Block Chain</p>
3	Industrial Policies and Recent Programmes for Start-ups in India	<p>1. Overview of recent Industrial Policies in India – New Industrial Policy 1991, EXIM Policy ,India New Foreign Trade Policy 2015 – 2020 , FDI Policy</p> <p>2. Overview of :</p> <ol style="list-style-type: none"> a. Start-up India b. Atal Innovation Mission (AIM) c. Make in India d. Digital India e. Support To Training And Employment Programme For Women (STEP) f. Trade-Related Entrepreneurship Assistance And Development (TREAD) g. Pradhan Mantri Kaushal Vikas Yojana (PMKVY)

4	Emerging Trends in Service Sector	<p>Overview of Recent trends –</p> <ol style="list-style-type: none"> 1. Banking Sector - Internet and Mobile Banking 2. Indian Post Payments Bank 3. Insurance Sector –Malhotra Committee Report 4. Logistics 5. BPO, KPO, TPO and LPO 6. New trends in Tourism- Religious, Rural, & Medical tourism
5	Entrepreneurship	<p>Entrepreneurship : Introduction , difference between Business and Entrepreneurship , Qualities of an Entrepreneur Role of Entrepreneur in Social and Economic Development of the Country Types of Entrepreneurs</p>
6	E-Commerce	<p>Introduction- Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce. Types of E-Commerce: B2B, B2C, C2B, C2C, B2G, C2G, B2A, C2A and P2P, B2B service provider.</p>
7	Retailing	<p>Introduction, Concept of Organized and Unorganized Retailing, Trends in Retailing, Innovations in Retailing in India , Growth of Organized Retailing in India, Measures adopted by Unorganized Retailers for Survival, FDI in Retail in India. Digital Retailing and Overview</p>
8	Management and Administration	<ol style="list-style-type: none"> a) Management: Concept and Features b) Administration: Concept and Features c) Difference between and Management and Administration d) Scope of Management

Reference Books:

1. Financial Management – I. M. Pandey.
2. Financial Management – Theory & practical – Prasanna Chandra
3. Financial Management – S. C. Kuchhal
4. Public Sector in India – Laxmi Nariyan
5. Indian Economy – Rudder Datt
6. Indian Economy – KPM Sundaram
7. Law & practice of banking – S. R. Davar
8. The Business Model Book – Adam J Bock , Gerard George
9. Business Model Innovation – Alexander Osterwalder , Yves Pigneur
10. Introduction To E – Commerce, Dhawan, Nidhi, International Book House
11. E- Commerce - Rajaraman
12. Business Organisation Management Maheshwari, Rajendra P, Mahajan, J. P. International Book House
13. Business Organization and Principles of Management by Dutta Chowdury, Central Education
14. Retailing Management, Levy Michael., Weitz Barton A, TataMcgraw Hill
15. Strategic Management, David, Fred R., Phi Learning
16. Government Policies on FDI in Retail.
17. Retail Management - S.C. Bhatia Atlantic Publishers &Dist, 2008
18. Retail Survival of the Fittest: 7 Ways to Future-Proof Your Retail Store by Francesca Nicasio
19. Retail Management : RajnishTuli , Nidhi Varma Srivastava ,Paperback
20. Entrepreneurial Development by Khanka S.S , S. Chand
21. Innovation and Entrepreneurship by Peter F. Drucker
22. The Oxford Handbook of Entrepreneurship Edited by AnuradhaBasu, Mark Casson, Nigel Wadeson, and Bernard Yeun
23. <https://www.india.gov.in/my-government/schemes>