

Revised syllabus (2019 Pattern) B.Com. Degree course (CBCS) Syllabus for

First Year B.Com Semester – II

Subject Name: - Foundation Course in Commerce - II

Subject Code: - 116(F) - II

1. Preamble

It is essential for every student of commerce to have understating on the recent improvements and innovations in commerce. The Current commerce industry has seen a major shift from Physical to Digital , with significant emphasis on the service sector form the previous era of manufacturing , from Business to Entrepreneurship.

The students of Commerce need to develop an understanding on the importance of Management and Administration in the early years to develop the skills required for a successful future

Objectives of the course

- 1.To introduce the students to the Concept of Entrepreneurship
 - 2.To improve the understanding of the students on E- Commerce
 - 3.To improve the knowledge of students on recent trends in Retail Sector
 - 4.To introduce the students to the concept of Management and Administration
- Depth of the program – Fundamental Knowledge

Unit No.	Unit Title	Contents	Skills to be developed
1	Entrepreneurship	Entrepreneurship : Introduction , difference between Business and Entrepreneurship , Qualities of an Entrepreneur Role of Entrepreneur in Social and Economical Development of the Country Types of Entrepreneurs	1. Conceptual Understanding on Entrepreneurship , 2. Motivate the students develop Entrepreneurship Skills 3. Develop Innovative entrepreneurial ideas

2	E-Commerce	<p>Introduction- Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce.</p> <p>Types of E-Commerce: B2B, B2C, C2B, C2C,B2G, C2G, B2A, C2A and P2P, B2B service provider.</p>	<ol style="list-style-type: none"> 1. Understanding e- Commerce and its future prospectus 2. Awareness on the various forms of e-commerce
3	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.</p> <p>Digital Retailing and Overview</p>	<ol style="list-style-type: none"> 1. Introduction to the Recent trend in Retailing 2. To develop conceptual understating on Digital Retailing
4	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 	<ol style="list-style-type: none"> 1. Conceptual understating on Management and Administration
