

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

**First Year B.Com Semester – I**

**Subject Name: - Foundation Course in Commerce**

**Subject Code: - 116(F) - I**

**Objectives of the course**

1. To acquaint the student with knowledge of forms of business organizations and new business models.
2. To understand the latest government regulations and policies with relation to business in India .
3. To introduce the students to the various entrepreneurial development programmes in India .
4. To update the students with the latest developments in Service sector in India.

Depth of the program – Fundamental Knowledge

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	<b>Forms of Business Organization</b>	A. Organization – Meaning , Importance 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	▪ Conceptual Understanding on the various forms of Business Organization,
2	<b>Types of Business Models</b>	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	1. Overview of the emerging types of business models

3	<b>Industrial Policies and Recent Programmes for Start ups in India</b>	<ol style="list-style-type: none"> <li>1. Overview of recent Industrial Policies in India – New Industrial Policy 1991, EXIM Policy , India New Foreign Trade Policy 2015 – 2020 , FDI Policy</li> <li>2. Overview of : <ol style="list-style-type: none"> <li>a. Start up India</li> <li>b. Atal Innovation Mission (AIM)</li> <li>c. Make in India</li> <li>d. Digital India</li> <li>e. Support To Training And Employment Programme For Women (STEP)</li> <li>f. <b>Trade-Related Entrepreneurship Assistance And Development (TREAD)</b></li> <li>g. <b>Pradhan Mantri Kaushal Vikas Yojana (PMKVY)</b></li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>4. Overview of the various policies supporting business in India</li> <li>5. Awareness on the recent programmes to promote and support for business</li> </ol>
4	<b>Emerging Trends in Service Sector</b>	<p>Overview of Recent trends –</p> <ol style="list-style-type: none"> <li>1. Banking Sector - Internet and Mobile Banking</li> <li>2. Indian Post Payments Bank</li> <li>3. Insurance Sector –Malhotra Committee Report</li> <li>4. Logistics</li> <li>5. BPO, KPO , TPO , and LPO</li> <li>6. New trends in Tourism- Religious, Rural, &amp; Medical tourism</li> </ol>	4. Awareness of Recent Trends in the Service Sector

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