

## FOUR YEAR UNDERGRADUATE PROGRAM- 2024-28

### FACULTY OF COMMERCE COURSE CURRICULUM

<b>PART-A : Introduction</b>		
<b>Program: Bachelor in Commerce (Certificate/Diploma/Degree/Honors)</b>	<b>Semester- I</b>	<b>Session: 2024-25</b>
1	<b>Course Code</b>	COVAC-01
2	<b>Course Title</b>	Concept of Business
3	<b>Course Type</b>	Value Added Course (COVAC)
4	<b>Pre-requisite (if any)</b>	As per program
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>Analyze business operations and scale, evaluating size and scope effectively.</li> <li>Demonstrate an understanding of business promotion strategies and growth mechanisms.</li> <li>Identify various business structures and comprehend their implications.</li> <li>Develop awareness of social responsibility, ethical principles, and their significance in business practices.</li> </ul>
6	<b>Credit Value</b>	<b>2 Credits</b> Credit- 15 Hours-learning & Observation
7	<b>Total Marks</b>	<b>Max. Marks : 50</b> <b>Minimum Passing Marks : 20</b>
<b>PART - B: Content of the Course</b>		
Total No. of Teaching-learning Periods ( 01 Hr. Per Period) 30 Period (30 Hours)		
<b>Unit</b>	<b>Topics (Course Contents)</b>	<b>No. of Period</b>
I	Introduction to Business, Business Undertakings, Size of A Business Unit and Scale of Operations, Promotion of Business, Business Combinations, Scientific Management, Rationalization, Plant Location, Structure & Forms of Business Organization.	8
II	Business & environment, Approaches towards relationship of Business & environment, Components & types of Environments	7
III	Social Responsibility & Business Ethics, Rationale of concept & Scope of social responsibility, emerging concepts of Doctrine of Social Responsibility,	8
IV	Business Ethics: Basic assumptions, characteristics, Principles, need & importance of Business Ethics, difference between business ethics & morality	7
Key Words	Business Undertakings, Size of a Business Unit and Scale of Operations, Promotion of Business, Business Combinations, Scientific Management, Plant Location, Structure & Forms of Business Organization, Business Ethics.	

**Signature of Convener & Members (CBos):**


  
 10/06/24  
 10/06/24

**PART- C: Learning Resources****Text Books, Reference Books and Others****Text Books Recommended:-**

- S.A. Sherlekar, Modern Business Organization and Management (Himalaya Publishing)
- Y.K. Bhushan, Fundamental of Business Organization & Management - (S Chand Publishers)
- Basu, C.R., Business Organization and Management, Tata Mcgraw Hill, Publishing House, New Delhi,
- Chhabra, T. N. Business Organisation and Management. Sun India Publications. New Delhi.
- Vasishth, N., & Rajput N. Business Organisation & Management. Kitab Maha. Delhi.

**Note: Learners are advised to use latest edition of text books.**

**Reference Books:**

- Redmond James, Robert Trager, media organization and management -, Biztantra, New Delhi
- Business Environment Text and Cases By F. Cherunilam (Himalaya Publication House)
- Kaul, V. K. ,Business Organisation Management. Pearson Education.

**On line Resources : \* e-Resources/e-books and e-learning portals:****Online Resources:**

<https://www.leanmethods.com/>

<https://sol.du.ac.in/library/>

<https://www.wto.org/>

**MOOCs:**

- 1) Designing the Organization: From Strategy to Organizational Structure (Course)
- 2) Understanding Modern Business & Organisations (FutureLearn)
- 3) Managing the Organization: From Organizational Design to Execution (Course)

**PART -D : Assessment and Evaluation**

**Suggested Continuous Evaluation Methods: Maximum Marks**

**50 Marks**

**Continuous Internal Assessment (CIA) :**

**15 Marks**

**End Semester Exam. (ESE) :**

**35 Marks**

Continuous Internal Assessment:(CIA) (By Course Teacher)	Internal Test/Quiz-(2): 10 & 10 Assignment/Seminar+Attendance: 05 Total Marks- 15	Better Marks out of the Two Test/Quiz+ obtained marks in Assignment shall be considered against 15 Marks
End Semester Exam. (ESE):	Two Section :- A & B <b>Section A : Q.1.Objective -5x1=05 Marks; Q.2 Short ans.type-5x2=10Marks.</b> <b>Section B : Descriptive answer type qts., 1 out of 2 from each unit -4x5=20 Marks</b>	

**Name and Signature of Convener & Members of (CBoS) :**