

Program : **First year B.Com.**
: **Semester I**
Course : **Commerce (Paper – I)**
Title : **INTRODUCTION TO BUSINESS**

Module - I

BUSINESS :

- 1.1 Introduction** : Concept, Functions, Scope and Significance of business.
Traditional and Modern Concept of business.
- 1.2 Objectives of Business** : Steps in setting business objectives,
classification of business objectives,
Reconciliation of Economic and Social Objectives.
- 1.3 New Trends in Business** : Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario.
Restructuring and Turnaround Strategies.

Module - IV ENTREPRENEURSHIP :

- 4.1 Introduction :** Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur.
- 4.2 The Entrepreneurs:** Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India.
- 4.3 Women Entrepreneurs :** Problems and Promotion.