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 - II BUSINESS ENVIRONMENT :

2.1	Introduction	:	Concept and Importance of
			business environment, Inter-
			relationship between Business
			and Environment.
2.2	Constituents of	:	Internal and External
	Business		Environment, Educational
	Environment		Environment and its impact,
			International Environment –
			Current Trends in the World,
			International Trading
			Environment – WTO and Trading

Business.

Blocs and their impact on Indian

Module - III PROJECT PLANNING :

3.1 Introduction :

Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importance.

3.2 Business Unit Promotion :

- Concept and Stages of Business Unit Promotion,
- Location Factors determining location, and Role of Government in Promotion.

4.1	Introduction : Con	cept 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.

Module - IV ENTREPRENEURSHIP :