

**B.Com. Part - I**

**Semester I**

**PRINCIPLES OF BUSINESS ORGANIZATION**

**Unit 1 Commerce and Industry**

- 1.1 Commerce and Industry - Meaning, Scope and Evolution
- 1.2 Industrial Revolution- Its Effects
- 1.3 Emergence of Indian MNC
- 1.4 Recent Trends in Business World
- 1.5 Indian Business in New Millennium.

**Unit 2 Business**

- 2.1 Business Sectors and Its Form
- 2.2 Forms of Business Organization
- 2.3 Unorganised Business-Mom and Pop Stores, Peddlers and Hawkers, Market Traders and Street Traders
- 2.4 E-Commerce and Online Trade
- 2.5 E- Tailers, Cashless Transaction

**Unit 3 Merger and Acquisition**

- 3.1 Mergers and Acquisition- Meaning and Mergers In India
- 3.2 Networking of Business
- 3.3 Franchising ,Dealership, Business Outlets
- 3.4 BPO s and PO s
- 3.5 Patents ,Trademarks, Copyrights

**Unit 4 New Enterprises**

- 4.1 Decisions in Setting up Enterprises
- 4.2 Opportunity and Idea Generation
- 4.3 Role of Creativity And Innovation
- 4.4 Feasibility Study and Business Plan
- 4.5 Business Size and Location Decision

**Unit 5 Trade In India**

- 5.1 Whole Sale and Retail Trade
- 5.2 Malls, Super Markets, Hypermarket
- 5.3 Stores-Speciality, Convenience, Departmental and Discount
- 5.4 Transport, Insurance, Communication and Other Services
- 5.5 Import Export Trade Procedure

