

**Shivaji University, Kolhapur**  
**Programme: B. Com.**  
**Level 4.5 Semester-I**  
**Course Code: DSC (C) - I**  
**Business Studies Paper-I**  
**(Fundamentals of Business)**  
(Introduced from June 2024)

**Course Outcomes:**

1. After studying this course, students will be able to...
2. Introduce the concept of business
3. Explain in detail various forms of business organisation
4. Understand the process of starting a new business venture
5. Identify the recent trends in business

4 Credits	100 marks (Semester end examination 80 and internal evaluation 20)	Total 60 hours
<b>Unit No.</b>	<b>Course Content</b>	<b>No. of Hours</b>
<b>Unit-I</b>	<b>Introduction to Business</b>	15 hours
	Meaning, Definitions and characteristics of Business; Concepts of Industry, Trade, Commerce and Business; Concepts of Capital, Profit, Risk, Employment; Motives behind starting a business.	
<b>Unit-II</b>	<b>Forms of Business Organisation</b>	15 hours
	Sole Proprietorship: Meaning, Features, Advantages and limitations Partnership Firm and LLP: Definition, Characteristics, Advantages and Limitations Company: Meaning, Types of Companies, Advantages and Limitations of Company Formation, Procedure of company formation.	
<b>Unit-III</b>	<b>New Business Venture</b>	15 hours
	Researching a business idea, Making a plan, Financing a business, Selecting form of business organization, Getting necessary licenses and permits, Setting up location, Contents of Project Proposal for bank finance.	
<b>Unit-IV</b>	<b>Recent Trends in Business</b>	15 hours
	Franchising: Characteristics of franchising as a business model, Advantages and limitations Startup and Incubation: Meaning, qualities, characteristics of start ups; Features of incubation and its merits	

**Reference Books Recommended:**

1. Jeff Madura (2012) : Fundamental of Business (Cengage Publishers)
2. Rajesh Kumar, Anand Kumar SethiP. : Doing Business in India
3. Eric Ries : The Lean Start up
4. Peter Thiel : Zero to One
5. Rose Hall, Lara Bryan (2018) : Business for Beginners (Usborn Publishing)
6. Robbins, S.P. &Decenzo, D. A. (2014). Fundamentals of Management: Essential Concepts and Applications. (Pearson Education.)

**Nature of University Question**  
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Time: 3 Hours

Total Marks 80

QuestionNo.1	c) Multiple Choice Questions (6 Questions - 4 alternatives each)	12Marks
	b) Match the following (Two Columns-Four pairs)	04Marks
	d) Two statements (Answering true or false)	04 Marks
QuestionNo.2	Write Short Notes (Any four out of six)	20Marks
QuestionNo.3	Answer the following (Any four out of six)	20Marks
QuestionNo.4	Answer the following (Any two out of four)	20Marks

**Internal Assessment****20 Marks**