



SYMBIOSIS

Symbiosis College of Arts and Commerce
(An Autonomous College Affiliated to University of Pune)

Subject code	Semester	I	II	III	IV	V	VI	M.Com.	I	II	III	IV
Title of Subject		Dimensions of Business -II General Awareness-2										
Objectives	1. To provide fundamental understanding of business strategy, core competencies and levels of strategy. 2. To provide understanding of Marketing and financial concepts in business 3. The objective of this course is to familiarize the students with the basics of E-Commerce and to comprehend its potential. 4. Upgrade students with various emerging trends in business and enhance their practical knowledge by exposing them to various real life business examples.											
Detailed syllabus												
Unit	Contents of the syllabus											Number of Lectures
1	<u>Title: Understanding Business Strategy</u> <u>Contents:</u> 1.1 Introduction, Fundamentals of Strategy, Scope and Importance of Strategies, 1.2 Strategic Intent through Vision and Mission Statements, 1.3 Core Competencies of Business 1.4 Levels of Strategy											10
2	<u>Title: Fundamentals of Marketing</u> <u>Contents:</u> 2.1 Introduction to marketing, Evolution of Marketing 2.2 Core concepts in Marketing: Need, want, demand, value delivery, customer satisfaction etc. 2.3 Functions of Marketing											7
3	<u>Title: Fundamentals of Human Resource Management</u> <u>Contents:</u> 3.1 Historical Evolution of Human Resource Management. 3.2 Needs and Importance HRM 3.3 Functions and Responsibilities of HRM. 3.4 Core Areas in HRM 3.5 Case studies in HRM											7



3	<p><u>Title of the topic: Operation Management</u></p> <p><u>Contents:</u></p> <p>3.1 Definitions of Operation Management</p> <p>3.2 Operation Process</p> <p>3.3 Operation: The Heart of an Organization</p> <p>3.4 Objectives of Production Management; Scope of Operation Management</p> <p>3.5 Importance of Technology in Operation</p>	12
4	<p><u>Title: Fundamentals of Finance</u></p> <p><u>Contents:</u></p> <p>4.1 Meaning and Definition of Finance.</p> <p>4.2 Need and Importance of Finance in Business.</p> <p>4.3 Objective and Scope of Finance.</p> <p>4.4 Functions of Finance Manager</p> <p>4.5 Sources of finance</p> <p>4.6 Concept of Working capital and operating cycle</p>	9
5	<p><u>Title: Role of technology in business</u></p> <p><u>Contents:</u></p> <p>5.1 Internet and Commerce: Business operations; E-commerce practices vs. traditional business practices;</p> <p>5.2 Introduction to industry 4.0, a brief introduction to the components of Industry 4.0(Artificial intelligence, cloud computing), and Cyber Security</p>	9
Total Number of Lectures		54
<p>Suggested Reference Books:</p> <ol style="list-style-type: none"> 1) Strategic Management and Business Policy by Thomas Wheele 2) Business Strategy: Managing uncertainty, opportunity and enterprise by J.C Spender 3) Fundamentals of Marketing, William Stanton 4) Marketing Management, Philip Kotler, Person Publishing Company 5) Marketing and Salesmanship, F.Y.B.com, Nirali Prakashan. 6) Human Resource Management, A Case study approach, Muller Camen, Croucher Leigh, Jaico Publishing House. 7) Human Resource Mangement by Ashwathappa. 8) Financial Management by L.M Pandey 		

Learning Outcomes:

- 1) Students will able to demonstrate knowledge and proficiency of functional areas of business including: marketing, business finance, accounting and management.
- 2) Students will able to understand how technology can be utilized to improve company performance.
- 3) Students will able to understand the importance of marketing, finance, production and human resource management in business.
- 4) Students will able to reflect on a leadership approach that supports achievement of organizational goals.

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