

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE  
(AUTONOMOUS)**



**BOARD OF STUDIES: COMMERCE & MANAGEMENT**

**PROGRAMME: B.COM (DIGITAL BUSINESS)**

**SEMESTER: I**

**NOMENCLATURE OF THE COURSE: Fundamentals of Digital  
Business & Management**

**NEP Vertical: Major**

**Credit: 2**

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic Year 2025-26)



<b>Programme:</b>	<b>B.COM (DIGITAL BUSINESS)</b>
<b>Nomenclature of the Course</b>	<b>FUNDAMENTALS OF DIGITAL BUSINESS &amp; MANAGEMENT</b>
<b>Total Marks</b>	<b>50 marks</b>
<b>Semester:</b>	<b>I</b>
<b>Academic year</b>	<b>2025-26</b>

#### LEARNING OBJECTIVES:

1. To introduce students to the fundamental concepts, functions, and significance of business including digital business models and emerging trends such as digital disruption and globalization.
2. To develop an understanding of management principles, managerial roles, and the evolution of management thought, including classical and modern approaches.

#### COURSE OUTCOMES:

1. Understand the fundamental concepts and functions of business, including digital business models and emerging trends such as digital disruption and globalization.
2. Describe core management principles and roles, and analyze their application in organizational settings.
3. Compare classical and modern approaches to management, demonstrating an understanding of how management thought has evolved over time.

<b>Module</b>	<b>Course Content</b>	<b>Andragogy</b>	<b>No of Lectures</b>
1	<u>Introduction to Business</u> <ul style="list-style-type: none"> <li>● Introduction: Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of Business including Digital Business.</li> <li>● Objectives of Business: Steps in setting business objectives, classification of business objectives, and Reconciliation of Economic and Social Objectives and Digital Transformation Objectives.</li> <li>● New Trends in Business: Impact of LPG (Liberalization, Privatization, Globalization) and digital disruption; strategy alternatives in the changing scenario, restructuring; turnaround strategies; and digital business models (D2C, subscription-based, platform economy).</li> </ul>	Theoretic Discussion, Presentations, Case Studies, Group Discussion	15
2	<u>Overview of Management</u> <ul style="list-style-type: none"> <li>● Management: Concept, Significance, Levels of Management, Role and Skills</li> <li>● Concepts of PODSCORB, Management Process, Functions of Manager, Qualities of a Good Manager.</li> <li>● Evolution of Management Thoughts – Scientific School of Thought – F.W.Taylor, Hawthorne Experiments, Classical School of Thought – Henri Fayol,</li> <li>● Modern Approach to Management – Quantitative Approach, Systems Approach, Contingency Approach</li> </ul>	Theoretic Discussion, Presentations, Case Studies, Group Discussion	15

**SUGGESTED READINGS:**

1. Drucker, P. F. (2008). Management: Tasks, Responsibilities, Practices. HarperCollins.
2. Kotler, P., Keller, K. L., Chernev, A. (2022). Marketing Management (16th ed.). Pearson.
3. Koontz, H., & Weihrich, H. (2019). Essentials of Management: An International and Leadership Perspective (10th ed.). McGraw Hill.
4. Robbins, S. P., & Coulter, M. (2021). Management (15th ed.). Pearson.
5. Hill, C. W. L., & Jones, G. R. (2022). Strategic Management: An Integrated Approach (13th ed.). Cengage Learning.

**QUESTION PAPER PATTERN****RUBRICS FOR CONTINUOUS EVALUATION****Internal Assessment (40% of 100 marks) - 40 Marks**

<b>Sr No.</b>	<b>Examination Method</b>	<b>Marks</b>
1	2 - Presentation/Project/Assignment/Case Study of 10 marks each	20
	<b>TOTAL</b>	<b>20</b>

**QUESTION PAPER PATTERN FOR SEMESTER END EXAMINATION**

Maximum Marks: 30

Duration: 1 Hour

All Questions are compulsory

<b>Question No.</b>	<b>Description</b>	<b>Total Marks</b>
1	Two questions to be asked: A or B Any One to be attempted From Module-I	15
2	Two questions to be asked: A or B Any One to be attempted From Module-II	15