



Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women (Autonomous)

Owned and Managed by Cork Industries Charities Trust
Affiliated to University of Madras - Re-Accredited with 'A+' Grade by NAAC - 4th Cycle

COURSE DATA SHEET

SEMESTER	I	BATCH	2026
COURSE NAME	FOUNDATIONS OF MODERN BUSINESS	COURSE CODE	26UBIGE1001
COURSE UNITS	5	COURSE TYPE	Generic Elective(GE) - I
CONTACT HOURS (L-T-P)	5 – 0 – 0 (75 Hours)	CREDITS	4
OFFERED BY	Department of B.Com (Information Systems Management)	SHIFT (I)	8:15 am - 12:50 pm

COURSE OBJECTIVES

1.	To provide a clear understanding of the nature, scope, and evolution of modern business.
2.	To explain how technology and digitalisation have transformed business operations.
3.	To introduce the concepts of e-commerce, digital payments, and online business models.
4.	To explain startup culture, gig economy, bootstrapping, and new-age employment models.
5.	To develop awareness of sustainability, business ethics, ESG, CSR, and Digital India initiatives.

COURSE OUTCOMES: On completion of the course the students will be able to...

	CO Statement	Cognitive Level
CO1	Define the key concepts of modern business and explain how technology and globalisation have transformed traditional trade into digital-era business.	K1 – K3 (Understand and Apply)
CO2	Illustrate digital business practices such as e-commerce, digital payments, startups and the gig economy with real-life Indian examples.	K1 – K3 (Understand and Apply)
CO3	Apply the concepts of modern business to everyday situations, such as choosing suitable digital platforms and payment options.	K1 – K3 (Understand and Apply)
CO4	Classify business practices in given situations and relate them to sustainability, ESG, CSR and ethical principles.	K1 – K4 (Understand Apply and Analyse)
CO5	Relate emerging trends such as AI and Digital India initiatives to their impact on Indian enterprises.	K1 – K4 (Understand and Analyse)



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SYLLABUS

UNIT	TOPICS	HOURS
1	Introduction to Modern Business Evolution of business: from traditional trade to the digital era – role of technology, innovation, and globalisation – Indian business environment: liberalisation and recent economic reforms – difference between traditional business and modern digital-era business with Indian examples.	15
2	Digital Business and E-Commerce E-commerce models: B2B, B2C, and C2C with examples from Amazon, Flipkart, and Meesho – digital payment systems: UPI, mobile wallets, net banking, and BNPL – cybersecurity and data privacy: meaning and simple precautions – digital business vs. traditional business: key differences.	15
3	Startup Culture and Gig Economy Startup – meaning, types and importance – Unicorn startups: meaning and Indian examples such as Zoho, Flipkart and Nykaa – intrapreneurship and bootstrapping: meaning and illustrations – gig economy: meaning – platform-based employment: examples from Swiggy, Zomato and Ola – advantages and challenges of gig economy.	15
4	Sustainability, Ethics and Responsible Business Circular economy – meaning and importance – ESG framework: meaning and components – net zero and carbon neutrality: meaning with examples from Tata and Infosys – business ethics: meaning and principles – Corporate Social Responsibility: meaning and Indian company examples – social enterprise: meaning and examples such as Amul, Aavin and Aravind Eye Care System.	15
5	Emerging Trends in Modern Business Artificial Intelligence and automation – meaning and business applications – Digital India initiative – objectives and key platforms: UPI, DigiLocker, GeM and ONDC – emerging sectors: EdTech, HealthTech and AgriTech – meaning and scope – innovation in modern organisations.	15
Note	Theory only.	



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TEXT/REFERENCE BOOKS/E - RESOURCES:

Text Books	1. Gupta, C.B. – Business Organisation and Management. Sultan Chand & Sons, New Delhi, 2020. 2. Cherunilam, Francis – Business Environment: Text and Cases. 29th Edition, Himalaya Publishing House, Mumbai, 2022. 3. Aswathappa, K. & Raman, Lalitha – Essentials of Business Environment: Text, Cases and Exercises. 17th Edition, Himalaya Publishing House, Mumbai, 2021. 4. Joshi, Rosy, Kapoor, Sangam & Putney, Anu – Business Environment. Kalyani Publishers, New Delhi, 2021. 5. Paul, Justin – Business Environment: Text and Cases. 4th Edition, McGraw Hill Education (India), New Delhi, 2018.
Books For Reference	1. Sherlekar, S.A. & Sherlekar, V.S. – Modern Business Organisation and Management: System Approach. Himalaya Publishing House, Mumbai, 2016. 2. Fernando, A.C. – Business Environment. Pearson Education, New Delhi, 2011. 3. Subba Rao, P. – Management and Organisational Behaviour. 3rd Revised Edition, Himalaya Publishing House, Mumbai, 2017. 4. Osterwalder, Alexander & Pigneur, Yves – Business Model Generation. John Wiley & Sons, New Jersey, 2010. 5. Ministry of Electronics and Information Technology – Digital India Annual Report 2023-24. Government of India, New Delhi, 2024.
E-Learning Resources	• Coursera – Entrepreneurship and Innovation Courses (IIMA, Wharton) – https://www.coursera.org • Coursera – Sustainability and ESG in Business – https://www.coursera.org • SWAYAM – Business Environment and Entrepreneurship – https://swayam.gov.in • NPTEL – Business Environment and Law – https://nptel.ac.in • Digital India Portal – https://www.digitalindia.gov.in

PEDAGOGY (TEACHING METHODOLOGY):

- Lecture
- Case Discussion
- Group Presentation
- Seminar
- Flipped Learning



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CO-PO AND CO-PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	1	3	2	1	3	2	2
CO2	3	2	2	3	2	1	3	3	2
CO3	3	2	2	3	2	1	3	2	3
CO4	3	2	2	3	2	2	3	2	3
CO5	3	2	1	3	3	1	3	3	2
Average	3.0	2.0	1.6	3.0	2.2	1.2	3.0	2.4	2.4

Correlation Level: 1-Low 2-Moderate 3-Strong

JUSTIFICATION OF CO-PO/PSO MAPPING

CO	PO/PSO	Level of correlation	Justification
CO1	PO1	3	Students will acquire good domain knowledge in modern business and its evolution in the digital era.
	PO2	2	Students will acquire moderate skills through modern business and its evolution in the digital era.
	PO3	1	Limited scope for developing solutions to societal problems.
	PO4	3	Students can apply this knowledge to progress through the programme and for higher education.
	PO5	2	Students can moderately apply this knowledge in employment avenues.
	PO6	1	Limited contribution to imbibing ethical values.
	PSO1	3	Students possess good domain knowledge in modern business and its evolution in the digital era.
	PSO2	2	Students possess moderate domain skills in modern business and its evolution in the digital era.
	PSO3	2	Students can moderately compete in employment avenues with the help of their domain knowledge.
CO2	PO1	3	Students will acquire good domain knowledge in digital business practices such as e-commerce, digital payments and the gig economy.
	PO2	2	Students will acquire moderate skills through digital business practices such as e-commerce, digital payments and the gig economy.



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	PO3	2	Students can moderately contribute solutions to business and societal problems.
	PO4	3	Students can apply this knowledge to progress through the programme and for higher education.
	PO5	2	Students can moderately apply this knowledge in employment avenues.
	PO6	1	Limited contribution to imbibing ethical values.
	PSO1	3	Students possess good domain knowledge in digital business practices such as e-commerce, digital payments and the gig economy.
	PSO2	3	Students possess good domain skills in digital business practices such as e-commerce, digital payments and the gig economy.
	PSO3	2	Students can moderately compete in employment avenues with the help of their domain knowledge.
CO3	PO1	3	Students will acquire good domain knowledge in the application of modern business concepts to everyday business situations.
	PO2	2	Students will acquire moderate skills through the application of modern business concepts to everyday business situations.
	PO3	2	Students can moderately contribute solutions to business and societal problems.
	PO4	3	Students can apply this knowledge to progress through the programme and for higher education.
	PO5	2	Students can moderately apply this knowledge in employment avenues.
	PO6	1	Limited contribution to imbibing ethical values.
	PSO1	3	Students possess good domain knowledge in the application of modern business concepts to everyday business situations.
	PSO2	2	Students possess moderate domain skills in the application of modern business concepts to everyday business situations.
	PSO3	3	Students can compete with others in employment avenues with the help of their domain knowledge.
CO4	PO1	3	Students will acquire good domain knowledge in sustainability, ESG, CSR and business ethics.
	PO2	2	Students will acquire moderate skills through sustainability, ESG, CSR and business ethics.
	PO3	2	Students can moderately contribute solutions to business and societal problems.
	PO4	3	Students can apply this knowledge to progress through the programme and for higher education.
	PO5	2	Students can moderately apply this knowledge in employment avenues.
	PO6	2	Moderate contribution to imbibing ethical values.
	PSO1	3	Students possess good domain knowledge in sustainability, ESG, CSR and business ethics.



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	PSO2	2	Students possess moderate domain skills in sustainability, ESG, CSR and business ethics.
	PSO3	3	Students can compete with others in employment avenues with the help of their domain knowledge.
CO5	PO1	3	Students will acquire good domain knowledge in emerging trends such as AI and Digital India.
	PO2	2	Students will acquire moderate skills through emerging trends such as AI and Digital India.
	PO3	1	Limited scope for developing solutions to societal problems.
	PO4	3	Students can apply this knowledge to progress through the programme and for higher education.
	PO5	3	Students can apply this knowledge in employment avenues.
	PO6	1	Limited contribution to imbibing ethical values.
	PSO1	3	Students possess good domain knowledge in emerging trends such as AI and Digital India.
	PSO2	3	Students possess good domain skills in emerging trends such as AI and Digital India.
	PSO3	2	Students can moderately compete in employment avenues with the help of their domain knowledge.