



Business Organization and Systems
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[CORE COURSE]

Semester I	Credits: 3	Subject Code: BB12001	Lectures: 48
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Course Outcome

At the end of this course the learner will be able to,

- Comprehend the aspects of modern business and their trends.
- Relate the global view of organizational establishments which supports the business.
- Identify how to generate business ideas and develop business plans.
- Recall sources of finance and other resources to start new business.
- Recognize the importance of networking to increase professional network.

Unit 1: Nature and Evolution of Business	12
<ul style="list-style-type: none">• Business<ul style="list-style-type: none">○ Meaning and Definition○ Characteristics of Business○ Economic Activities○ Development and Evolution of Trade, Commerce and Industry• Steps in achieving Success in Business• Challenges ahead – Covid19 pandemic effect on Business• Trends/Development in Business<ul style="list-style-type: none">○ Networking, Franchising, BPOs and KPOs,○ SEZ and Policies with examples○ CSR- Amendment as per Dec2013○ Wholesale Cash and Carry business○ Digital Marketing○ Payment Gateways○ Online trading	

Unit 2: Forms of Business Organization	12
<ul style="list-style-type: none">• Mixed Economy<ul style="list-style-type: none">○ Private Sector○ Public Sector○ Co-operative sector○ Joint sector Service Sector• Forms of Business Organizations<ul style="list-style-type: none">○ Sole proprietorship - Features, Merits, Demerits and Suitability○ Partnership firm - Features, Merits Demerits and Suitability○ Joint stock company –Features, Merits Demerits and Suitability○ Limited Liability Partnership (LLP)- Features, Merits demerits and suitability○ One Person Company (OPC)- Features, Merits demerits and suitability○ Virtual Business Organizations	

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○ Boundary Less Organizations	
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Unit 3: Setting-up of a Business Enterprise	12
<ul style="list-style-type: none"> • Identification of ideas and opportunities • Influencing factors while setting up of Business Enterprise • Feasibility report of a Business Enterprise • Size and location of a Business Enterprise • Licensing and basic legal formalities to start a new Business Enterprise 	

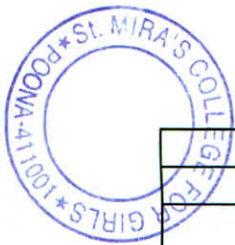
Unit 4: Internal and External Trade	12
<ul style="list-style-type: none"> • Domestic Trade <ul style="list-style-type: none"> ○ Concept of Domestic Trade ○ Wholesaling and Retailing • Foreign Trade <ul style="list-style-type: none"> ○ Concept of Export and Import ○ Export and Import Procedure • Emergence of Foreign players in trading • Government policy-Effects of FDI on Retail • Levels of Distribution Channels and their role 	

#12 hours for Library work, assignments practical or field work

Recommended Text Books:
<ul style="list-style-type: none"> • Dr MD Lawrence, Uday Kiran, <i>Business Organisation Systems</i>, Nirali Prakashan, 2019 • Prof. Apurva Ajit Wathare, Prof. Pradnya Kulkarni, <i>Business Organisation Systems</i>, Thakur Publication, 2016

Reference Books:
<ul style="list-style-type: none"> • P C Tulsiyan V Pandey, <i>Business Organisation and Management</i>, 2008 • C B Gupta, <i>Business Organisation and Management</i>, Sultan Chand & Sons, 2011 • Sherlekar, <i>Modern Business Organisation</i>, Himalaya Publishing House, 2007 • Y.K.Bhushan, <i>Business Organisation and Management</i>, Sultan Chand, 2008 • Vijay Kumar Kaul, <i>Business Organisation and Management</i>, Pearson, 2011 • Supriya Singh and Bhanu Prakash Verma, <i>Business Organisation and System</i>, Thakur, Publication, 2015

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