

Semester — I

Subject Code: BB11501

Lectures : 48

Objectives: The course is designed to equip students

- To provide basic understanding regarding the corporate form of organization- its formation, its management and its chief officers, and the implications of such a corporate structure in the form of business combinations.
- To give an insight about the various steps involved in setting up business organizations.
- To understand the aspects of modern business and their trends

Unit 1: Nature and Purpose of Business

No. of  
Lects.06

• Business — Meaning, Definition and Characteristics of Business, Economic Activities- Meaning

03

• Steps in achieving Success in Business. •  
Challenges ahead

02

01

Unit 2: Emerging Aspects in Business

No. of  
Lects.08

• Mergers and Acquisitions, Networking, Franchising. BPOs and KPOs,

03

• Sez and Policies with examples, CSR- Amendment as per Dec2013,  
Retailing, Wholesale Cash and Carry business.

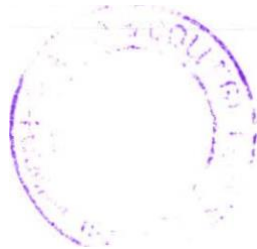
05

Members Present :

1) Dr.Sanjay Kaptan- H.O.D Commerce -S P Pune University , Pune

2) Dr. Varsha Deshpande- Faculty, BMCC College, Pune

- 3) Dr. Vasudha Joshi - Faculty, Ness Wadia College of Commerce, Pune  
 4) Ms. Sushma Joshi - Industrial Expert, Symantec, Pune  
 5) Ms. Neha Mirwani- Alumni, St. Mira's College for Girls, Pune 6) Dr. Rama Venkatachalam - St. Mira's College for Girls, Pune  
 7) Ms. Abhradita Chatterjee Nahvi- St. Mira's College for Girls, Pune  
 8) Ms. Kubra Wafai- St. Mira's College for Girls, Pune



Sign :  
 [Handwritten signatures and dates: 24/4/15]

1 of 2

Unit 3: Forms of Business Organisation

No. of Lects. 12  
 05

- Mixed Economy—Private Sector—Public Sector—Co-operative sector—Joint sector Service Sector
- Forms of Business Organizations—Sole proprietorship—Partnership firm—Joint stock company—Features—Merits demerits and suitability of various forms of business, Limited Liability Partnership (LLP)-Features, One Person Company (OPC)-Features

07

Unit 4: Setting up and Managing of a Business Enterprise

No. of Lects. 12

- Introduction
- Identifying Business opportunities
- Business plan and getting started
- Implementing a Business plan
- Risk Management by Entrepreneurs
- Social and Ethical Issues

02  
 02  
 02  
 02  
 02  
 02

Unit 5: Internal and External Trade

No. of Lects. 10

- Whole sale and Retail Trade —Emergence of Foreign players in trading — Government policy-Effects of FDI on retail
- Organization of finance —Insurance—Logistics and Supply Chain Management —Import and Export

05  
 05

St. Mira's College For Girls

Members Present :

- 1) Dr.Sanjay Kaptan- H.O.D Commerce -S P Pune University , Pune 2) Dr. Varsha Deshpande- Faculty, BMCC College, Pune
- 3) Dr. Vasudha Joshi - Faculty, Ness Wadia College of Commerce, Pune
- 4) Ms. Sushma Joshi - Industrial Expert, Symantec, Pune
- 5) Ms. Neha Mirwani- Alumni, St. Mira's College for Girls, Pune 6) Dr. Rama Venkatachalam - St. Mira's College for Girls, Pune
- 7) Ms. Abhradita Chatterjee Nahvi- St. Mira's College for Girls, Pune
- 8) Ms. Kubra Wafai- St. Mira's College for Girls, Pune

Sign :

Handwritten signatures and dates of members present at the meeting:

- Sanjay Kaptan: 24/4/15
- Varsha Deshpande: 24/4/15
- Sushma Joshi: 24/04/15
- Neha Mirwani: 24/4/15
- Rama Venkatachalam: 24/4/15
- Abhradita Chatterjee Nahvi: 24/04/15
- Kubra Wafai: 24/04/15

2 of 2

Reference Books:

- 1) Business Organisation and Management - P C Tulsian V Pandey
- 2) Business Organisation and Management - C B Gupta
- 3) Modern Business Organisation - Sherlekar
- 4) Business Organisation and Management — Y.K.Bhushan
- 5) Business Organisation and Management — Vijay Kumar Kaul
- 6) Business Organisation and System — Supriya Singh and Bhanu Prakash Verma

Members Present :

Sign :

- 1) Dr.Sanjay Kaptan- H.O.D Commerce -S P Pune University , Pune 2) Dr. Varsha Deshpande- Faculty, BMCC College, Pune 3) Dr. Vasudha Joshi - Faculty, Ness Wadia College of Commerce, Pune
- 4) Ms. Sushma Joshi - Industrial Expert, Symantec, Pune
- 5) Ms. Neha Mirwani- Alumni, St. Mira's College for Girls, Pune
- 6) Dr. Rama Venkatachalam - St. Mira's College for Girls, Pune
- 7) Ms. Abhradita Chatterjee Nahvi- St. Mira's College for Girls, Pune
- 8) Ms. Kubra Wafai- St. Mira's College for Girls, Pune

Handwritten signatures and dates of members present at the meeting:

- Sanjay Kaptan: 24/4/15
- Varsha Deshpande: 24/4/15
- Sushma Joshi: 24/04/15
- Neha Mirwani: 24/4/15
- Rama Venkatachalam: 24/4/15
- Abhradita Chatterjee Nahvi: 24/04/15
- Kubra Wafai: 24/04/15

