



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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o 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"> o Concept of Domestic Trade o Wholesaling and Retailing • Foreign Trade <ul style="list-style-type: none"> o Concept of Export and Import o 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

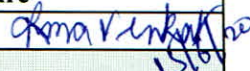
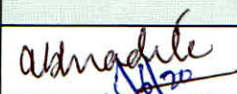
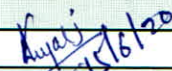

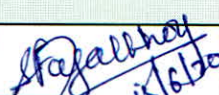
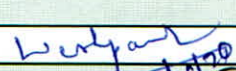
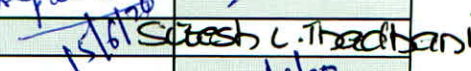
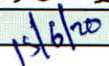
Recommended Text Books:
<ul style="list-style-type: none"> • Dr MD Lawrence, Uday Kiran, <i>Business Organisation Systems</i>, Nirali Prakashan, 2019 • Prof. Apurva Ajit Wathare, Prof. Pradnya Kulkarni, <i>Business Organisation Systems</i>, Thakur Publication, 2016

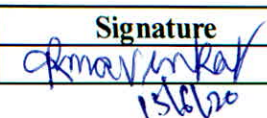
Reference Books:
<ul style="list-style-type: none"> • P C Tulsian V Pandey, <i>Business Organisation and Management</i>, 2008 • C B Gupta, <i>Business Organisation and Management</i>, Sultan Chand & Sons, 2011 • Sherlekar, <i>Modern Business Organisation</i>, Himalaya Publishing House, 2007 • Y.K.Bhushan, <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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