



Business Organization and Systems
Business Organization and Systems
[CORE COURSE]

Semester I

Credits: 3

Subject Code: BB12001

Lectures: 48

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

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- Business
 - 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
 - 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

- Mixed Economy
 - Private Sector
 - Public Sector
 - Co-operative sector
 - Joint sector Service Sector
- Forms of Business Organizations
 - 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

Unit 3: Setting-up of a Business Enterprise

12

- 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

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- **Domestic Trade**
 - Concept of Domestic Trade
 - Wholesaling and Retailing
- **Foreign Trade**
 - 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

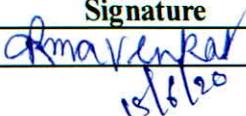
#12 hours for Library work, assignments practical or field work

Recommended Text Books:

- Dr MD Lawrence, Uday Kiran, *Business Organisation Systems*, Nirali Prakashan, 2019
- Prof. Apurva Ajit Wathare, Prof. Pradnya Kulkarni, *Business Organisation Systems*, Thakur Publication, 2016

Reference Books:

- P C Tulsiyan V Pandey, *Business Organisation and Management*, 2008
- C B Gupta, *Business Organisation and Management*, Sultan Chand & Sons, 2011
- Sherlekar, *Modern Business Organisation*, Himalaya Publishing House, 2007
- Y.K.Bhushan, *Business Organisation and Management*, Sultan Chand, 2008
- Vijay Kumar Kaul, *Business Organisation and Management*, Pearson, 2011
- Supriya Singh and Bhanu Prakash Verma, *Business Organisation and System*, Thakur, Publication, 2015

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