



**PARVATHANENI BRAHMAYYA
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**
Autonomous
Siddhartha Nagar, Vijayawada-520010
Re-accredited at 'A+' by the NAAC

23MGMAL112: BUSINESS ORGANIZATION

SEMESTER-I

75 Hours

Credits: 4

Course Type: Foundation

Learning Objectives:

The course aims to acquire conceptual knowledge of business, formation various business organizations and Companies and to provide the knowledge on best practices in business management.

Learning outcomes:

After completing this course, the student will be able:

- CO1 To understand the concept of Business Organization
- CO2 To acquire the knowledge on different forms of Business
- CO3 To gain knowledge of Joint Stock Company, PSEs and MNCs
- CO4 To familiarise with the knowledge of promotion and incorporation of a company
- CO5 To get the knowledge on contemporary issues in Business

Unit 1: Introduction to Business Organization:

Concept of Business – Meaning - Features - Stages of development of business and importance of business - Classification of Business Activities -
Meaning of Business Organization – Characteristics - Importance and Objectives of Business Organization – Business Vs. Profession - Modern Business and its Characteristics.

Unit 2: Forms of Business Organisation:

Considerations in Establishing New Business - Forms of Business Organization - Sole Proprietorship, Partnership, Hindu Undivided Family – Co-operatives – Characteristics – Relative merits and demerits

Unit 3: Joint Stock Company

Joint Stock Company – Meaning – Characteristics of Company – Advantages – Kinds of Companies - Difference between Private and Public Company - Public Sector Enterprises (PSEs) – Multi National Corporations (MNCs)

Unit 4: Promotion and Incorporation of a Company:

Promotion – Stages – Promoters – Characteristics – Preparation of important documents for incorporation of a company – Certificate of Incorporation and Certificate of Commencement of Business

Unit 5: Contemporary issues in Business Management:

Clear Vision and Mission - Open Management style - Principles of good Corporate Governance – Corporate Social Responsibility – Sustainable Business strategy – Triple Bottom Line (TBL concept) and its significance – Emerging Business Models in India.

Activities:

- Assignment on business organizations and modern business.
- Group Discussion on Best practices in business
- Seminars on different topics related to Business organization
- Case study could be given to present business plan of student's choice.

Text Book:

- Bhusan Y. K., "Business Organization", Sultan Chand & Sons.

Reference Books:

1. Gupta, C.B., "Business Organisation", Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organisation & Management", Kitab Mahal, (2014).
3. Sherlekar, S.A. & Sherlekar, V.S, "Modern Business Organization & Management Systems Approach Mumbai", Himalaya Publishing House, (2000).