



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

23COMAL112: BUSINESS ORGANIZATION Offered to : B.Com & BCA

Semester : I

75 Hours

Credits : 4

Learning Objectives:

The course aims to acquire conceptual knowledge of business, formation various business organizations and Companies. To provide the knowledge on deciding plant location, plan layout

Learning outcomes:

After completing this course a student will have:

- Ability to understand the concept of Business Organization
- To acquire the knowledge on different forms of Businesses
- To acquaint the students with the knowledge of Joint Stock Company, PSEs and MNCs
- To familiarise with the knowledge of promotion and incorporation of a company
- To get the knowledge on Plant Location and Layout.

Unit 1: Business:

Concept-Meaning- Features - Stages of development of business and importance of business - Classification of Business Activities- Meaning – Characteristics - Importance and Objectives of Business Organization - Business& Profession- Modern Business and their 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: Formation of a Company as per Companies Act 2013:

Joint Stock Company– Meaning – Characteristics of Company – Advantages – Kinds of Companies - - Difference between Private and Public Company

Promotion – Stages – Preparation of important documents for incorporation of a company — Contents of Memorandum of Association and Articles of Association –Contents of Prospectus- Certificate of Incorporation.

Unit 4: Plant Location and Layout:

Meaning- Importance, Factors affecting Plant Location - Plant Layout - Meaning, Objectives, Importance- Types of Layout- Factors affecting Layout- Size of Business Unit - Criteria for Measuring the Size and Factors affecting the Size- Optimum Size and factors determining the Optimum Size.

Unit 5: Business Combination:

Business Combination –Meaning-Characteristics – Objectives-Causes-Forms and Kinds of Business Combination.-Rationalization: Meaning-Characteristics-Objectives-Principles-Merits and Demerits, Differences between Rationalization and Nationalization.

Activities:

- Assignment on business organizations and modern business.
- Group Discussion on factors that influence plan location
- Seminars on different topics related to Business organization
- Case study could be given to present business plan of students choice.

Text Book:

- **Business Organization.** – Lt. Dr. G Ranganatham, Himalaya Publication House

Reference Books:

1. Gupta, C.B., “Business Organisation”, MayurPublication, (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).
4. Bhusan Y. K., “Business Organization”, Sultan Chand & Sons.
5. Prakash, Jagdish, “Business Organistaton and Management”, Kitab Mahal Publishers (Hindi and English)