

BUSINESS ORGANIZATION

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
II		Core paper – III	75	5	75	5	4

COURSE OBJECTIVE:

Knowledge on business essential for all kinds of organizations. This subject will improve the students to learn about the relevant as long as business exists. It increasing complexity of the business world has generated and transformed interest in the fine distinction of the subject.

COURSE OUTCOMES:

On Successful completion of the Course the student will be able:

CO Number	CO Statement	Knowledge level (K1-K4)
CO1	To understand the basic business concepts.	K2
CO2	To provide various characteristic of business state through Trade and E-commerce and organizational Objectives and its evolution of business.	K2
CO3	To understand the success of the organization with its Social and Business Ethics	K3
CO4	To understand the nature of Sole Proprietorship and partnership etc.,	K3
CO5	To measure the performance of all organization and its practical approach and orientation of shares and Debentures, etc.,	K3

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	S	S	S	S	S
CO2	S	S	S	S	S	S
CO3	S	S	S	S	S	S
CO4	S	S	S	S	S	S
CO5	S	S	S	S	S	S

S – Strong; M – Medium; L – Low

UNIT- I Nature and Evolution of Business

15 Hours

Introduction-Human Activities –Nature –Characteristics of Business-Objectives of Business-Criteria for Success in Modern Business-Qualities of Successful Businessmen-Profession-Employment- Distinction between Business, Profession and Employment-Classification of Business Activities-Industry-Commerce-E-Commerce-Trade-and Auxiliaries to Trade-Difference between Trade and Commerce.**Evolution of Business:** Definition of Business-Stages in Evolution of Business-Evolution of Industry.

UNIT- II Ethics and Social Responsibility of Business

15 Hours

Meaning of Ethics-Definition-Characteristic-Meaning of Business Ethics-Definition of Business Ethics- Influencing Factors –Importance-Code of Ethics, Practices and Conduct-Unethical Practices in business-Ethical Practices in Business.**Social Responsibility of Business:** Definition –Meaning- Need-Arguments against-Social Responsibility towards various stakeholders-Research Evidence.

UNIT –III Forms of Business Organization

15 Hours

Forms ofBusinessOrganization –Selection of form Organization –Sole Trader-Partnership-Ideal Partnership- Distinction between Sole Trader and Partnership-Joint Stock Company-

Features of Joint Stock Company -Distinction between Partnership and Joint Stock Company- Kinds of Companies-Private Limited Company-Formation of Company-Memorandum of Association-Articles of Association –Prospectus.

UNIT – IV Capital and Directors

15 Hours

Types of Shares –Kind of Shares Capital- Issue and Allotment of Shares- Equity Shares- Preferences Shares –Debentures-Difference between Equity Shares and Preference Shares-.Equity Shares Vs Debentures-Distinction between Share and Debentures-**Duties, Rights and Liabilities:**Introduction-Appointment of Directors-Power of Directors-Rights and Liabilities of Directors-Disabilities and Duties of Directors-Legal Position of Directors.

UNIT- V Co-operative Enterprises

15 Hours

Meaning - Origin - Definition–Features-Advantages-Disadvantages-Types-**Public Utilities:** Introduction-Definition-Characteristics-Rights and Duties-Problem faced by Public utilities-Forms of ownership and management-**Public Enterprises:** Introduction- Definition-Genesis-Objectives-Achievements- Problems Faced-Solutions-Types of public Enterprises-Departmental Undertaking-Government Companies –Public Corporations-Features-Advantages and Disadvantages- Distinction between Departmental Undertaking Vs Statutory Corporation- Department undertaking Vs Government Company.

Text Books:

S.NO	Authors	Title	Publishers	Year of publication
1	C.D.Balaji&Dr.G.Prasad	Business Organisation	Margham publication	2012
2	PragyaPrashant Gupta	Business Organisation	Lokayatanpublication	2018
3	C.D.Balaji	Business Organisationand Management	Margham publication	2007
4	R.K. Singla	Business Organisationand Management	VK Global Publications	2018

			Pvt.Ltd.,	
5	Taloo	Business organization and Management	Tata McGraw Hill	2007
6	V.S.P. Rao	Business organization and Management	Vikas Publishing	2016
7	P.C.Tulsian& Vishal Pandey	Business and Organisation and Management	Pearson	2002

Reference Books:

S.NO	Authors	Title	Publishers	Year of publication
1	Dr.A.Murthy	Industrial organisation	Margham Publication	2015
2	M.Muniraju, N.Dinesh&Murugesha B.N	Business organisation and Environment	Himalaya Publishing House	2015
3	NidhiChandorkar& TusharAgrawal	Business Ethics and Corporate Governance	Himalaya Publishing House	2018
4	H.R. Appannaiah& Dr.Dinakar	Business organisation and Environment	Himalaya Publishing House	2018

TEACHING METHODOLOGY :

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study

10. Role play

SYLLABUS DESIGNER:

Dr. E. Rebeka, Assistant Professor, Department of Management Studies, D.K.M College for Women