

SEMESTER-I

COURSE 2: BUSINESS ORGANIZATION

Theory

Credits: 4

4 hrs/week

Learning Objectives:

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

Learning outcomes:

After completing this course a student will have:

- Ability to understand the concept of Business Organization along with the basic laws and norms of Business Organization.
- The ability to understand the terminologies associated with the field of Business Organization along with their relevance and to identify the appropriate types and functioning of Business Organization for solving different problems.
- The application of Business Organization principles to solve business and industry related problems and to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.

Unit 1: Business: Meaning of business, define economic activities and non economic activities, Features of business. Importance of business , Objectives of Business, social responsibilities of business.

Unit 2: Promotion of Business: Qualities of a Successful Businessman. Forms of Business Organization – merits and demerits of Sole Proprietorship, Partnership, Joint Stock Companies. Difference between Private and Public Company.

Unit 3: Plant Location and Layout: Meaning of plant location- Factors affecting Plant Location. Meaning of Plant Layout-factors affecting plant layout-optimum size of business unit-factors determining.

Unit 4: Business Combination: Meaning, Characteristics, Objectives of business combination, Meaning, features and objectives of rationalization.


Unit 5: Computer Essentials: What is Network, Types of Networks, What is Internet, History of Internet, Advantages of Internet, Disadvantages of Internet, Electronic Mail (E-mail), Advantages and disadvantages of e-mail.

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.
- Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
- Identify the types of malwares and required firewalls to provide security.
- Latest Fraud techniques used by hackers.

Reference Books:

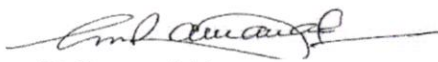
1. Gupta, C.B., "Business Organisation", Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organisation & Management", Kitab Mahal, (2014).
3. Sherlekar, S.A. & Sherlekar, V.S, "Modern Business Organization & Management Systems Approach Mumbai", Himalaya Publishing House, (2000).
4. Bhusan Y. K., "Business Organization", Sultan Chand & Sons.
5. Prakash, Jagdish, "Business Organistaton and Management", Kitab Mahal Publishers (Hindi and English)
6. Fundamentals of Computers by V. Raja Raman




(K.Srinivasulu)



(A. BABU RAO)
(Chairman-B.O.S)



(G. Ramanaiah)



(M.V.L Sailaja)