ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) , VISAKHAPATNAM

I SEMESTER **COMMERCE**  Time:5Hrs/Week

# COM 1202 (4) BUSINESS ORGANIZATION AND MANAGEMENT Marks:100

w.e.f. 2020- -2021 (‘20AH’ Batch) **SYLLABUS**

**LEARNING OUTCOMES:**

At the end of the course*,* the student will be able to

* Understand different forms of business organizations.
* Comprehend the nature of Joint Stock Company and formalities to promote a Company.
* Describe the Social Responsibility of Business towards the society.
* Critically examine the various organizations of the business firms and judge the best among them.
* Design and plan to register a business firm. Prepare different documents to register a company at his own.
* Articulate new models of business organizations.

**UNIT-I–INTRODUCTION CONCEPTS OF BUSINESS, TRADE, INDUSTRY AND COMMERCE:** Business – Meaning, Definition, Features and Functions of Business - Trade Classification – Aids to Trade – Industry Classification and Commerce - Factors Influencing the Choice of Suitable form of Organization.

**UNIT –II**– **FORMS OF BUSINESS ORGANIZATIONS:** Features, Merits and Demerits of Sole Proprietor Ship , Partnership Business, Limited Liability Partnership – Features, Merits and Demits of Joint Stock Companies - Public Sector Enterprises (PSEs) - Multinational Corporations (MNCs)- Differences between Private Limited Public Limited Company

**UNIT-III -**C**OMPANY INCORPORATION:** Preparation of Important Documents for Incorporation of Company - Certificate of Incorporation and Certificate of Commencement of Business - Contents of Memorandum and Articles of Association - Contents of Prospectus

**UNIT-IV**- **MANAGEMENT:** Meaning Characteristics - Fayal’s 14 Principles of Management - Administration Vs Management - Levels of Management

**UNIT-V-FUNCTIONS OF MANAGEMENT:** Different Functions of Management - Meaning – Definition – Characteristics Merits and Demits of Planning - Principles of Organization – Line and staff of Organization

# REFERENCE BOOKS:

1. Industrial Organization and Management,C.B.Guptha, Sultan Chand.
2. Business Organization - C.D.Balaji and G. Prasad, Margham Publications, Chennai.
3. Business Organization -R.K.Sharma and Shashi K Gupta, Kalyani Publications.
4. Business Organization & Management: Sharma Shashi K. Gupta, Kalyani Publishers
5. Business Organization & Management: C.R. Basu, Tata McGraw Hill
6. Business Organization & Management: M.C. Shukla S. Chand,
7. Business Organisation and Management, Dr.NeeruVasishth, Tax Mann Publications.
8. Business Organisation and Management, Dr B E V L Naidu, Seven Hills International Publishers, Hyderabad

# Suggested Co-Curricular Activities:

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|  | Book Reading |
|  | Student Seminars, Debates |
|  | Quiz Programmes |
|  | Assignments |
|  | Co-operative learning |
|  | Individual / Group Field Studies |
|  | Group Discussions on problems relating to topics covered by syllabus |
|  | Collecting prospectus of different companies through media |
|  | Collection of news reports and maintaining a record of paper-cuttings relating to  topics covered in syllabus |
|  | Talk on current affairs about business, industry etc. |
|  | Simple project work on development of Certificate of Incorporation, Prospectus and  Certificate of commencement of business |
|  | Biography of well-known management thinkers and managers of gigantic  companies |
|  | Examinations (Scheduled and surprise tests) |

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