**ST.JOSEPH’S COLLEGE FOR WOMEN AUTONOMOUS, VISAKHAPATNAM**

**I BBA & I BCOM I SEMESTER 23AK Batch**

**Code: COM 1302**

**PAPER- II BUSINESS ORGANIZATION**

**SYLLABUS**

**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.
* To gain knowledge on Computer essentials.

**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.
* 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
* To understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.
* To learn about the computer essentials required for the Business organization.

.**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.. Difference between Industry & Commerce and Business & Profession, Modern Business and their Characteristics.

**Unit 2: Promotion of Business:**

Considerations in Establishing New Business. Qualities of a Successful Businessman. Forms of Business Organization - Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company.

**Unit 3: 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 4: Business Combination:**

Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination. Rationalization: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalization and Nationalization.

**Unit 5: Computer Essentials**:

Milestones of Computer Evolution – Computer, Block diagram generations of computer . Internet Basics - Internet, history, Internet Service Providers, Types of Networks, IP, Domain Name Services, applications. Ethical and Social Implications - Network and security concepts- Information Assurance Fundamentals, Cryptography - Symmetric and Asymmetric, Malware, Firewalls, Fraud Techniques, privacy and data protection

**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 Publiction, (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

7. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson