

1.4 BUSINESS ORGANISATION AND ENVIRONMENT

OBJECTIVE

To familiarize the students with aspects of Business Organization and its Environment.

Unit 1: INTRODUCTION TO BUSINESS ORGANIZATION

Meaning of Business - Classification of Business Activities - Industry - Types of Industry - Commerce - Trade - Aids to Trade - Meaning - Advantages and Disadvantages

10 Hours

Unit 2: FORMS OF BUSINESS ORGANIZATION

Sole Proprietorship - Meaning - Characteristics - Advantages and Disadvantages. Partnership - Meaning - Characteristics - Advantages and Disadvantages - Types of Partners. Co-operative Society - Meaning - Characteristics - Types - Advantages and Disadvantages.

15 Hours

Unit 3: JOINT STOCK COMPANY

Meaning - Definition - Features - Types of Companies - Formation of a Company.

08 Hours

Unit 4: BUSINESS ENVIRONMENT

Meaning and Importance. Dimensions of Business Environment - Political, Economic, Social, Legal, Natural and Technological Environment.

15 Hours

Unit 5: GOVERNMENT AND BUSINESS

Meaning and Importance, Impact of Government policy on business and industry with reference to liberalization, privatization and globalization.

12 Hours

SKILL DEVELOPMENT

- Draw a Business Tree
- Prepare a Partnership deed
- Prepare Memorandum and Article of Association of any company
- Impact of Globalization on Indian Business and Industry
- State the impact of Technology on Indian Business

BOOKS FOR REFERENCE

- 1) Dr. Aswathappa: Essentials of Business Environment
- 2) Francis Cherrunilam : Business Environment
- 3) Dr. Ramachandra; Business Environment
- 4) Raj Agarwal - Business Environment
- 5) Vivek Mittal/, - Business Environment