

GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/

OPEN ELECTIVE COURSES - 3

BBA(Digital Marketing) Semester II

UGOE201:Business Organization

Course objective: - The objective of the course is to enable the students to analyze and evaluate various business organizations, their structures, and factors influencing their choice, enabling them to make informed decisions for entrepreneurial ventures or organizational settings.

Syllabus & Detailed Contents

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Unit	Content	Hours/ Weightage
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, Evolution of Business Organization. Difference between Industry and Commerce and Business and Profession, Modern Business and their Characteristics	11/25%
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. Plant Location: Concept, Meaning, Importance, Factors Affecting Plant Location. Alfred Weber's and Sargent Florence's Theories of Location.	12/25%
Unit 3:	Plant Layout -: Meaning, Objectives, Importance, Types and Principles 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. 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.	12/25%
Unit 4:	Contemporary Issues of Business Organizations Emerging Issues and Challenges; Innovation in Organizational Design; Learning Organizations, Workforce Diversity, Franchising, Outsourcing, and E-commerce; Government and business interface; Sustainability; Digitalization and Technological innovations.	10/25%

Course Learning Outcomes (CLO)

On the completion of this course, the students will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the concept of Business Organization along with the basic laws and norms of Business Organization.	2
CO2	Understanding	Understand the terminologies associated with the field of Business Organization along with their relevance.	2
CO3	Remembering	Identify the appropriate types and functioning of Business Organization for solving different problems.	1
CO4	Applying	Apply basic Business Organization principles to solve business and industry related problems.	3
CO5	Understanding	Understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.	2

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SUGGESTED READINGS

Text Books

1. Gupta, C.B., "Business Organization", Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organization & Management", Kitab Mahal, (2014).
3. Sherlekar, S.A. & Sherlekar, V.S., "Modern Business Organization & Management Systems Approach Mumbai", Himalaya Publishing House, (2000).

Reference Books

1. Bhusan Y. K., "Business Organization", Sultan Chand & Sons.
2. Prakash, Jagdish, "Business Organization and Management", Kitab Mahal Publishers (Hindi and English)

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