



Bachelor of Business Administration (B.B.A.)		Semester - I	
Course Title: Business Organization & Structure		Course Code:	Type of Course: Major/Core
Credit:04	Theory: 04 Hours	Practical: Nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2½ Hours

COURSE OUTCOMES:

- To make students familiar with the basic concepts of business, trade and commerce.
 - To expose students to the modern business world.
 - To them familiar with different forms of business organizations, their formation and management.
- **Pedagogy:** Interactive lectures, electronic media, PowerPoint presentations, problem-solving-based learning, case study method, project-based learning, performance-related tasks etc.

Unit - 1	Nature, Purpose and Scope of Business	Hours: 12
	Business: Meaning and Definition, Characteristics, Objectives, Risk Involved in Business, Profession: Meaning and Definition, Characteristics Forms of Business Organization. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives, Non-Profit Organization.	
Unit – 2	Sole Proprietorship and Partnership	Hours: 12
	Sole Proprietorship: Meaning, Characteristics, Advantages and Disadvantages. Partnership: Meaning, Characteristics, Advantages and Disadvantages, Types of Partners, Partnership Deed, Difference between Partnership and Sole Proprietorship. LLP: Meaning, Features, Advantages and Disadvantages. Hindu Undivided Family: Meaning, Features, Advantages and Disadvantages.	
Unit - 3	Joint Stock Companies - & Co-operatives Society	Hours: 12
	Joint Stock Company: Meaning and Definition, Features, Types of Companies, Difference between private and public company. Co-operative Society: Meaning, Characteristics, Advantages and Limitation, Difference between Company and Co-operative Society. Non-Profit Organization: Meaning, Characteristics, Advantages and Disadvantages,	
Unit – 4	Business Combination	Hours: 12
	Business Combination Meaning Causes, Objectives, Types. Forms of combinations: Mergers, Takeovers and Acquisitions – Merits & Demerits	
Unit – 5	Social Responsibility of Business	Hours: 12
	Social Responsibility of Business: Concept and Definition. Social Responsibility of Business towards Customers, Owners and Investors, Employees, Suppliers and Creditors, Society and Government.	

Skill Development Activities: Industry Exposure.

REFERENCES

- Fundamental of Business Organization by Y.K.Bhushan – S.Chand and Sons.
- Business Organization and Management by Jallo – Tata Mc GrawHill
- Business Organization and Management by Dr. C.B.Gupta