



**JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India.

**Affiliated to
University of Mumbai**

Program : F.Y.B.A

Proposed Course : Department of Commerce Paper I: Introduction to
Business Organisations & Business Sector

**Credit Based Semester and Grading System (CBCS) with effect from the
academic year 2018-19**

F.Y.B.A Introduction to Business Organisation Syllabus

Academic year 2018-2019

Semester < I >			
Course Code	Course Title	Credits	Lectures /Week
ACOM101	Introduction to Business Organisation	4	4



Semester I – Theory

Course: ACOM101	Introduction to Business Organisation (Credits : 4 Lectures/Week: 4)	
	Objectives: 1. to provide basic conceptual and applicative knowledge about business organizations 2. to develop the student's employability and entrepreneurial skills Outcomes: Understanding the nuances of business organization-its objectives, new trends, project planning & start-ups.	
Unit 1	Business, Trade & Industry A) Business: Features, Importance, Objectives. B) Trade: Features, Importance, Aids to trade. C) Industry- Features, importance types D) New Trends in Business: Impact of Liberalization, Privatization & Globalisation.	15 lectures
Unit 2	Business Organisations I A) Meaning, Forms, Factors to be considered to select suitable form of organization. B) Sole Proprietorship: Features, Advantages and Limitations, Suitability. C) Partnership: Features, Types, Advantages and Limitations, Suitability. D) Co-operative Societies: Features, Types, Advantages and Limitations, Suitability.	15 lectures
Unit 3	Business Organisations II A) Public Sector: Need & Importance, Types- (Departmental Organizations, Statutory Corporations, Government Companies) , Features, Merits & Demerits Private Sector- Features, Need & Importance C) International Organisations- Multinational & transnational corporations- D) Features, Merits & Demerits, Multinationals in India, Comparisons between Multinational & transnational corporations	15 lectures
Unit 4	Business Environment A) Features & importance of Business Environment- Micro & macro Environment, SWOT analysis. B) Environmental factors: Economic Environment, Economic policies & Political environment C) Environmental factors: Social , regulatory, Demographic & Natural Environment	15 lectures
Textbook & References 1. Saleem, Shaikh (2011). <i>Business Environment</i> . Delhi: Pearson.		

2. Shukla M.B (2012). *Business Environment Text and Cases*. New Delhi: Taxmann Publications Ltd.

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

- (i) C.A.-I : Test – 20 Marks of 40 mins. duration
- (ii) C.A.-II : Type Name: Overview of International Trade & business 20 Marks

II. Semester End Examination (SEE)- 60 Marks

