**LJK UNIVERSITY**

**5 Year Integrated Bachelor Degree Programme (After 10th)**

(School of Commerce)

**(W.E.F. Academic Year 2025-2026)**

**Programme & Semester: IBP – Semester 1**

**Subject Title:** Introduction to Business

**Subject Code:** 20350103

**Course Credit:** 4

**Course Coordinator:** Prof. Sejal Mankani

**Course Duration:** 40 sessions 60 minutes/session

**Course Educational Objective:**

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| **CEO1** | To acquaint the History of Trade and Commerce in India |
| **CEO2** | Understand the meaning of business with special reference to economic and non-economic activities |
| **CEO3** | Develop an understanding of various sectors of Business  |
| **CEO4** | Appreciate the role of business in environmental protection |

**Course Outcome:** At the end of this course, students shall be able to

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| **CO1** | Students will learn the concept of Management |
| **CO2** | Students will get a clue regarding various forms of organizational structure like pros and cos of running Sole Proprietorship or Partnership business |
| **CO3** | They will learn the current trends related to E – Business/E – Commerce |
| **CO4** | They will also learn the advantages that arise from managing people well |

**Course Content:**

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| **Sr. No.** | **Module** | **Content** | **No. of Sessions** |
| 1 | Nature and Purpose of Business | Business – Concept. Types of Human Activities, Characteristics of Business, Role of Profit in Business, Classification of Business Activities, Industry – Meaning and Types, Business Risk and TypesServices – Banking & Insurance | 10 |
| 2 | Forms of Business Organization –1&2 | Sole Proprietorship, Partnership, Hindu Undivided Family (HUF), Public, Private, Joint stock Company, Co-operative society, Global company – Characteristics, Advantages and Disadvantages Difference between:Public Company and Private Company | 10 |
| 3 | Emerging Modes of Business  | E – Business: Meaning and Scope, E – Business vs. Traditional BusinessOutsourcing Concept:Business Process Outsourcing (BPO) and Knowledge Process Outsourcing (KPO) | 10 |
| 4 | Social Responsibilities of Business & Business Ethics | Concept of Social Responsibilities of Business and Corporate Social Responsibility towards Different Interest Groups, Business and Environmental ProtectionBusiness Ethics | 10 |

**Teaching Pedagogy:**

1. Classroom Teaching
2. Class Presentation
3. Case Study

**Reference books:**

1. Poonam Gandhi
2. Bull’s-Eye