**LJK UNIVERSITY**

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

(School of Commerce)

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

**Programme & Semester: IBP – Semester 4**

**Subject Title:** Business Management

**Subject Code:** 20350403

**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 | Sources of Business Finance | Concept of Business Finance, Nature and Significance of Business Finance, Sources of Finance on the Basis of Ownership, Sources of Raising Finance, Borrowed Fund | 08 |
| 2 | Small Business and Enterprises | Entrepreneurship Development (ED) – Concept, Characteristics and Need  Process of Entrepreneurship  Intellectual Property Rights and Entrepreneurship  Role of Small Business in Rural India  Government Assistance and Special Schemes for Industries in Rural, Backward and Hilly Areas | 12 |
| 3 | Internal Trade | Introduction, Meaning, Features of Internal Trade, Types of Internal Trade, Goods and Service Tax (GST) - Introduction | 08 |
| 4 | International Business | Introduction, Meaning, Nature, Problems of International Business, Reasons for International Business, International Business vs. Domestic Business, Benefits, Export & Import procedure | 12 |

**Teaching Pedagogy:**

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

**Reference books:**

1. Poonam Gandhi
2. Bull’s-Eye