

GUJARAT TECHNOLOGICAL UNIVERSITY

INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Year – First (Semester – I) (W.E.F. Academic Year 2017-18)

Subject Name: BUSINESS STRUCTURE AND PROCESS (BSP)

Subject Code: 2517106

1. Course Objective:

This course contains introductory aspects of various forms of business and its structure. It primarily focuses on meaning, importance and functions of various forms of business organization the course helps students across the disciplines to various different types of Business Organizations. The basic objective is to help the students understand the fundamental concepts and principles of Business Organizations.

2. Course Duration: The course duration is of **45 sessions of 60 minutes** each.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	HISTORY OF INDIAN BUSINESS Indian Business in 19 th century, Indian Business in pre Independence era, nature and scope of modern Indian Business, Meaning, scope and evolution of commerce & industry BUSINESS SYSTEM Nature and Scope of Business, Business System and its Environment, Economic and Social Objectives of Business	10	14
II	OVERVIEW OF DIFFERENT FORMS OF BUSINESS/ ORGANIZATION: Meaning, features, objectives and scope of Business, Profession, Employment and Vocation, Various forms of Business Organization	10	14

	<p>SOLE PROPRIETORSHIP: Meaning, characteristics, formation, merits and demerits, Licenses required to start business under Sole Proprietorship.</p> <p>PARTNERSHIP: Meaning, characteristics, formation of partnership firm, merits and demerits, Types of Partners, Types of Partnership firms, Limited Liability Partnership, Registration of Partnership, Co-ownership.</p>		
III	<p>COMPANY ORGANISATION: Meaning, definition under the Indian Company's Act-2013, characteristics, formation procedure, merits and demerits, Types of company, Concept of One Person Company, difference between public Ltd. And private Ltd. Company, subscription and commencement, detailed study of Memorandum of Association, Articles of Association, Prospectus, statement in lieu of prospectus, brief idea about winding-up.</p> <p>CO-OPERATIVE ORGANISATION: Meaning, characteristics, formation, merits and demerits, Federal Co-operative Society</p> <p>PUBLIC ENTERPRISE: Meaning, characteristics, formation, merits and demerits. Role of Public Enterprise in infrastructure and social development.</p> <p>NON-PROFIT ORGANISATION: Meaning, characteristics, formation, merits and demerits. Role of Non-profit organization development of society.</p>	15	21
IV	<p>SETTING-UP OF A NEW ENTERPRISE: Factors to be considered before launching a new enterprise, Project reports or feasibility reports; Plant Location, Plant Layout, Financing Business.</p> <p>Conceptual Clarity various forms of combinations: Pools-Cartels- Holding Company - Take Over, Merger, Acquisition, Joint Ventures and Amalgamations</p> <p>Special Economic Zone (SEZ) and Special Investment Regions (SIR): Meaning, Characteristics, Objectives, Merits and Demerits.</p>	10	21

V	Practical: Subject Teacher may ask students to work upon any of the topic of their choice and work with the industry to carry out minor project		Internal Evaluation (30 Marks of CEC)
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4. Teaching Methods:

The course will use the following pedagogical tools:

- (1) Lectures and Discussions
- (2) Assignments and Presentations
- (3) Case Analysis

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Projects, Assignments, Quiz, Case Study Analysis, etc.	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	S A Sharlekar & V S Sherlekar	Modern Business Organization and Management	Himalaya Publishing House	2017
2	Y. K. Bhusan	Fundamentals of Business Organization	Sultan Chand and Sons	Latest
3	S.A. Sherlekar and Sherlekar V.S	Principles Of Business Management	Himalaya Publishing House	Latest
4	Jallo	Business Organization and Management	Tata McGrow Hill	Latest
5	Dr. C. B. Gupta	Industrial Organization and Management	Sultan Chand and Sons	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals/Periodicals/Magazines/Newspapers, etc.

1. Indian Journal of Industrial Relations
2. Indian Journal of Scientific and Industrial Research

8. Session Plan: (45 sessions of 60 minutes)

Session Nos.	Topics to be covered
1-3	Indian Business in 19th century, Indian Business in pre Independence era, nature and scope of modern Indian Business
4-5	Meaning, scope and evolution of commerce & industry
6-7	Nature and Scope of Business, Business System and its Environment
7-10	Economic and Social Objectives of Business
11-13	Meaning, features, objectives and scope of Business, Profession, Employment and Vocation, Various forms of Business Organization
14-16	Meaning, characteristics, formation, merits and demerits, Licenses required to start business under Sole Proprietorship.
17-20	Meaning, characteristics, formation of partnership firm, merits and demerits, Types of Partners, Types of Partnership firms, Limited Liability Partnership, Registration of Partnership, Co-ownership.
21-24	Meaning, definition under the Indian Company's Act-2013, characteristics, formation procedure, merits and demerits, Types of company, Concept of One Person Company, difference between public Ltd. And private Ltd. Company,
25-29	subscription and commencement, detailed study of Memorandum of Association, Articles of Association, Prospectus, statement in lieu of prospectus, brief idea about winding-up.
30-31	Meaning, characteristics, formation, merits and demerits, Federal Co-operative Society
32-33	Meaning, characteristics, formation, merits and demerits. Role of Public Enterprise in infrastructure and social development.
34-35	Meaning, characteristics, formation, merits and demerits. Role of Non-profit organization development of society.
36-38	Factors to be considered before launching a new enterprise, Project reports or feasibility reports; Plant Location, Plant Layout, Financing Business.
39-40	Conceptual Clarity variou forms of combinations: Pools- Cartels- Holding Company - Take Over, Merger, Acquisition, Joint Ventures and Amalgamations
41-45	Special Economic Zone (SEZ) and Special Investment Regions (SIR): Meaning, Characteristics, Objectives, Merits and Demerits