

**Subject Code: 101**

**Subject Name: Business Organization**

**Unit I: Nature and Purpose of Business**

**10 Hrs**

Meaning and Characteristics of Business

Business, profession and employment – distinctive features

Objectives of Business – economic and social objectives

Business risks

Role of profit in business

**Unit II: Structure of Business**

**12 Hrs**

Classification of Business Activities: Industry and Commerce

Industry – Types: Primary, Secondary and Tertiary

Commerce: -

1. Trade:

(a) Internal:

Wholesale: - Meaning, Functions, Importance, Limitations.

Retail: - Meaning, Functions, Importance and Limitations, Meaning of Itinerant and Non-Itinerant traders.

Types of Non- Itinerant traders:

Multiple shops, Departmental stores, Mail order business, consumer co-operatives

Franchise: Their Distinctive features and suitability to different types of businesses.

(b) External - Importance, Export – Import Procedures (Documentation not required)

**2. Aids to Trade**

**20 Hrs**

(a) Banks: Meaning, Types of Banks, Functions of a commercial bank and their role as a service provider to business, Important terms related to banking, new trends in banking.

(b) Transport: An outline of the various modes of transport, Role of transport as a service provider to business, challenges faced in view of globalization.

(c) Insurance: Meaning, Principles, Types: Life and General (Fire & Marine), Elementary understanding of the major players in the pre-liberalization has brought in with respect to private players, new products (Health and fidelity etc.)

(d) Marketing: Concept of a market, outline of types, Marketing – Meaning, Features, role in facilitating business and functions – Buying, Assembling, Warehousing, Standardization, Grading, Branding, Packing & Packaging, Advertising and Selling. (Meaning, Types – if applicable and Importance)

**Unit III: E-Commerce:**

**3 Hrs**

Meaning, Opportunities and advantages, resources that are required for successful implementation of E-Commerce, risks involved in E-business transactions.

**Unit IV: Forms of Commercial Organizations**

**15 Hrs**

Meaning, features, merits and limitations of the following forms:

Sole Proprietorship

Joint Hindu Family Business

Partnership – Partnership Deed (Main Clauses), Types of Partners, Registration, & effects of non-registration  
Co-operatives Societies  
Private and Public Sector  
Changing Role of Public Sector  
Multinational Enterprises: Meaning and Features

**Recommended Books:**

1. A new Course in Organization of Commerce – Sheth Publications – A. N. Rangaparia and Others
2. Organization of Commerce – Narendra Prakashan, Pune by Dr. P. C. Shejwalkar, Prof. A. G. Gosavi & Others
3. Modern Business Organization and Management: - Himalaya Publishing House by S. A. Sherlekar and V. S. Sherlekar
4. Modern Business Organization and Management: - Galgotia Publishing Co. by Moshal, Mahajan & Gujral
5. Administration of Public Enterprises in India: Himalaya Publishing House by Jagdish Prakash, Rao & Shukla.