

SYLLABUS

BUSINESS ORGANIZATION-SEM 1

UNIT-1: BUSINESS

Concept, Meaning, Features, Stages of development of business and importance of business. Classification of Business Activities. Meaning, Characteristics, Importance and Objectives of Business Organization,. Difference between Industry & Commerce and Business & Profession, Modern Business and their Characteristics.

Unit-2: Promotion of Business

Considerations in Establishing New Business. Qualities of a Successful Businessman. Forms of Business Organization Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits. Difference between Private and Public Company, Concept of One Person Company.

Unit-3: Plant Location and Layout

Meaning, Importance, Factors affecting Plant Location. Plant Layout - Meaning, Objectives, Importance, Types of Layout. Factors affecting Layout, Size of Business Unit Criteria for Measuring the Size and factors affecting the Size. Optimum Size and factors determining the Optimum Size.

Unit-4: Business Combination

Meaning, Characteristics, Objectives Causes, Forms and Kinds of Business Combination Rationalization: Meaning, Characteristics Objectives, Principles, Merits and demerits, Difference between Rationalization and Nationalisation.

Unit-5: Computer Essentials

Milestones of Computer Evolution - Computer, Block diagram, generations of computer Intereses of Correntemel Service Providers, Types of Networks, IP. Doma Name Seerces applications Ethical and Social Implications -Network and security concep Firewalls, Fraud Techniques, privacy and data protection. Information Assurance Fundamentals, Cryptography Symmetric and Asymmetric, Malwan