|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P.R.Government College (Autonomous)**  **Kakinada** | | **Program**  **&**  **Semester**  I ST B.COM  Ist SEMESTER | | | |
| Course Code | 2 - Business Organisation |
| Teaching | Hours Allocated: 75 | L | T | P | C |
| Focus | **Employability** | 4 | - | - | 4 |

Course Outcomes:

* Ability to understand the concept of Business Organization along with the basic laws and norms of Business Organization.
* The ability to understand the terminologies associated with the field of Business Organization along with their relevance.
* To identify the appropriate types and functioning of Business Organization for solving different problems.
* The application of Business Organization principles to solve business and industry related problems.
* To understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.

Course Outcomes:

|  |  |  |
| --- | --- | --- |
| On Completion of the course, the students will be able to- | | Cognitive Domain |
| CO1 | Ability to understand the concept of Business Organization along with the basic laws and norms of Business Organization. | Understanding |
| CO2 | The ability to understand the terminologies associated with the field of Business Organization along with their relevance. | Application |
| CO3 | To identify the appropriate types and functioning of Business Organization for solving different problems. | Analyzing |
| CO4 | The application of Business Organization principles to solve business and industry related problems. | Application |
| CO5 | To understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc. | Application |

**Course with focus on employability / entrepreneurship / Skill Development modules**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Skill Development |  |  | Employability |  |  | Entrepreneurship |  |

|  |  |  |
| --- | --- | --- |
| I B.COM (Gen) w.e.f. 2023-24 | | |
| Subject | 2 - Business Organisation | |
| I– SEM | TIME: 21/2 Hours | Max marks:50 Credits: 4 |

|  |  |
| --- | --- |
|  |  |
| **UNIT I** | **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 II** | **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 III** | **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 - IV** | **Business Combination:** Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination. Rationalization: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalization and Nationalization. |
| **UNIT - V** | **Computer Essentials:** Milestones of Computer Evolution – Computer, Block diagram, generations of computer. Internet Basics - Internet, history, Internet Service Providers, Types of Networks, IP, Domain Name Services, applications. Ethical and Social Implications - Network and security concepts- Information Assurance Fundamentals, Cryptography - Symmetric and Asymmetric, Malware, Firewalls, Fraud Techniques, privacy and data protection |

CO-PO Mapping:

**(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
| CO1 | 3 | 3 | 2 | 3 | 3 | 3 | 1 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 |
| CO2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 1 | 3 | 3 | 3 | 2 | 1 | 3 | 1 | 3 |
| CO3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 1 |
| CO4 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 1 | 2 | 2 | 2 | 3 |
| CO5 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 1 | 2 | 3 | 2 | 2 |

**Proposed Activities:**

* Assignment on business organizations and modern business.
* Group Discussion on factors that influence plan location
* Seminars on different topics related to Business organization
* Case study could be given to present business plan of students choice.
* Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
* Identify the types of malwares and required firewalls to provide security.
* Latest Fraud techniques used by hackers.

**Text Books:**

1. Gupta, C.B., “Business Organisation”, Mayur Publiction, (2014).
2. Singh, B.P., Chhabra, T.N., “An Introduction to Business Organisation & Management”, Kitab Mahal, (2014).
3. Sherlekar, S.A. &Sherlekar, V.S, “Modern Business Organization & Management Systems Approach Mumbai”, Himalaya Publishing House, (2000).
4. Bhusan Y. K., “Business Organization”, Sultan Chand & Sons.
5. Prakash, Jagdish, “Business Organistaton and Management”, Kitab Mahal Publishers (Hindi and English)
6. Fundamentals of Computers by V. Raja Raman
7. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

**Skill Development:**

To know the knowledge about the Stages of development of business and importance of business. Classification of Business Activities

**Employability:**

Plenty of employability opportunities in Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives**.**

**Entrepreneurship**

Many Entrepreneurial opportunities in Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

|  |  |  |  |
| --- | --- | --- | --- |
| **Syllabus Change AY 2023-24** | | | |
| Unit | Deletions/ Additions | % change | Rationale |
| I | No Deletions/ Additions | 0% | To make the syllabus current and relevant |
| II | No Deletions/ Additions | 0% | To make the syllabus current and relevant |
| III | No Deletions/ Additions | 0% | To make the syllabus current and relevant |
| IV | No Deletions/ Additions | 0% | To make the syllabus current and relevant |
| V | No Deletions/ Additions | 0% | To make the syllabus current and relevant |

|  |  |  |
| --- | --- | --- |
| P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA | | |
| I B.COM (Gen) w.e.f. 2023-24 | | |
| Subject | **COURSE 2: BUSINESS ORGANIZATION** | |
| I– SEM | TIME: 21/2 Hours | Max Marks: 50 |

**BLUE PRINT FOR THE QUESTION PAPER SETTING**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| S.No | Type Of  Question | To be given in the Question Paper | | | To be answered | | |
| No. of  Questions | Marks allotted to each Question | Total marks | No. of.  Question | Marks allotted to each Question | Total marks |
| 1 | Section–A  Short  Questions | 6 | 5 | 30 | 4 | 5 | 20 |
| 2 | Section–B  Essay Questions | 6 | 10 | 60 | 3 | 10 | 30 |
| Total Marks | | | | 90 | Total Marks | | 50 |

**MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER**

|  |  |  |  |
| --- | --- | --- | --- |
| Chapter Name | Very Short Questions  5 Marks | Essay Questions  10 Marks | Marks allotted to the chapter |
| Unit – I | 2 | 2 | 30 |
| Unit – II | 1 | 1 | 15 |
| Unit – III | 1 | 1 | 15 |
| Unit – IV | 1 | 1 | 15 |
| Unit – V | 1 | 1 | 15 |
| Total No. of Questions | 06 | 06 | 90 |

|  |  |  |
| --- | --- | --- |
| P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA | | |
| I B.COM (Gen) w.e.f. 2023-24 | | |
| Subject | **COURSE 2: BUSINESS ORGANIZATION** | |
| I – SEM | TIME: 21/2 Hours | Max Marks: 50 |
| **MODEL QUESTION PAPER** | | |

Section-I

Answer any Four Questions from the following 4x5 =20 M

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)
4. Question (Unit – III)
5. Question (Unit – IV)
6. Question (Unit – V)
7. Question (Unit – V)

Section-II

Answer any three questions by attempting at least one question form each section 3x10 =30 M

PART – A

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)

PART - B

1. Question (Unit – III)
2. Question (Unit – IV)
3. Question (Unit – V)

\*\*\*\*