

ST.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM  
III SEMESTER COMMERCE 7 Hrs/Week

CO 3801(4)/

COM 3201(4) BUSINESS ORGANISATION AND MANAGEMENT Max.Marks:100  
w.e.f. 2016 – 2019 ('16AD') SYLLABUS

OBJECTIVES: The students will

1. Know the concepts in Business, industry, commerce, Trade and management .
2. Understand the relevance and importance of the terms in the broader context of industrialization.
3. Apply the concepts to realize the practical implications through visits to firms and organization.

COURSE:

UNIT – I: Concepts of Business - Industry - commerce trade - objectives of business - forms of business organization – (Definitions of Sole trade – partnership – Hindu undivided family – co-operative society – companies) - company features – advantages – disadvantages.

UNIT – II: Structure and size of industry – Industrial structure, public, private and joint sectors Definition and size of industrial unit – measurement of size - optimum size of firms.

UNIT – III: Industrialization – meaning – Industrial policies – Liberalisation, privatization and globalization – concept.

UNIT – IV: Industrial finance – Factors determining the capital requirement concepts of working capital – financial requirements of industry.

UNIT – V: Introduction to management: Definitions and significance of management – functions of management – planning – meaning, types of planning – organization – meaning structure – Authority – Delegation.

REFERENCES:

1. Fundamentals of Business Organization and Management . R.K.Sharma, Kalyani Publications
2. Industrial organization and Management – Shashi K.Gupta, R.K.Sharma Kalyani Publishers
3. Principles of Management – Terry and Franklin, ALTBS

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