

BUSINESS ORGANIZATION (IMB-101)

- 1. Introduction to business:** Meaning of business; nature of business; objectives of business; essentials of a successful business; qualities of a successful businessman; Classification of industries; Modern Business Environment; Business Processes.
- 2. Forms of business organization:** Meaning; characteristics of an ideal form of business organization. Sole Trader: meaning; features; merits and demerits. Partnership: meaning; characteristics; kinds of partners; partnership deed; advantages and disadvantages of partnership form of business organization; dissolution of partnership firms and different forms of Cooperatives, Joint stock company.
- 3. Factors to be considered for starting Business:** Identification of Business opportunity, Market assessment, product service design, Technology and selection of equipments, selection of site, working capital requirement, sources of fund , cost of production.
- 4. Organizational Structure:** Formal and informal organization- Line and staff organization, Delegation, Decentralization, structural configurations of functional, Divisional, Matrix, Network, Virtual and learning organizations; Federal decentralization, Principles underlying designing of a structure.
- 5. Social responsibilities** and obligations of Business Management.

Books:

1. Business Organization and Management; Tulsian & Pandey, Pearson
2. Fundamentals of Management; Kumar and Sachdeva, S. Chand
3. Modern Business Organisation-J P Mahajan- Himalaya Publishing House