

| 4614 - BUSINESS ORGANISATION |           |         |                        |                              |      |               |    |       |          |
|------------------------------|-----------|---------|------------------------|------------------------------|------|---------------|----|-------|----------|
| Teaching Schedule Per Week   |           |         | Progressive Assessment | Examination Schedule (Marks) |      |               |    |       |          |
| Lectures                     | Practical | Credits |                        | Theory                       |      | Practical Ex. |    | Total |          |
| 4                            | -         | 4       | 25                     | 3Hrs.                        | 100  | -             | -  | 125   |          |
| Pre-requisite                |           | Source  | Semester               | Theory                       | Test | Total         | TW | PR    | Gr Total |
| NIL                          |           | MOP     |                        | 75                           | 25   | 100           | 25 | -     | 125      |

**RATIONALE:** Students are expected to acquire sufficient knowledge about the various types and kinds of Business Organisations, its control and regulation including the public utilities and public enterprises.

| COURSE CONTENT   |  | Hrs | Mk |
|--|--|-----|----|
| <b>1. SIZE AND LOCATION OF BUSINESS ORGANISATION</b>   |  | 20  | 30 |
| Meaning of size, Business Unit, Plant, firm and Industry, Factors influencing the size, Optimum size, Large Vs. Small size firms, Problems of size, Trends in sizes of Indian Industrial Units., Criticism of Weber's Theory of plant location, Predhol's Approach, Factor of location, Primary and Secondary factors, National & Strategic factors, Selection of site, Determination of the optimum location for plant, State regulations and Industrial location, Measures of control, Positive Approach, Negative Approach. |  | 10  | 1  |
| <b>2. BUSINESS COMBINATIONS</b>  |  |     |    |
| Forms of combinations, Introduction, Factors responsible for growth of combinations, Horizontal, Vertical, Lateral, Diagonal (or service Integration), Circular (or mixed integration,) Forms of Business Combinations, Associations & Federations, Chambers, Informal, Pools, Cartels.  |  | 10  |    |
| <b>3. PUBLIC UTILITY, ENTERPRISES &amp; INDUSTRIAL CO-OPERATIVES</b>   |  |     |    |
| Public utility concerns, Meaning & Economic Characteristics, Special Problems, Relevant to utilities, Working & Management, - Public Enterprises, Nature, Objectives, Advantages & Limitations, Forms of public enterprises, Privatisation of Public Enterprises, Industrial Co-operatives. Meaning and objectives, Growth, Suggestions for Improved Functioning.  |  | 10  |    |

#### 4. BANKING INSTITUTIONS IN INDIA

Role of RBI as a Central Bank, Commercial Banking, Foreign Banks & Joint ventures in Banking sector, Industrial Credit & Investment Corp. of India, Industrial Development Bank of India, Small Industries Development Bank of India, Life Insurance Corp. of India, (Elementary organisational study of these financial institutions), Banking in private sector.

12 20

#### 5. SECURITIES & MARKETING

Classification of security Buyers, Methods of Marketing securities, Underwriting of securities, Merchant Banking, Issue House, Derivatives, options and commercial papers, Stock exchange and its functioning, Security Exchange Board of India (SEBI)

12 20

64 100

**Total**

#### REFERENCE BOOKS

1. Bhushan Y. k. "Fundamental of Business Organisation" (Sultan),
2. Jain Chhabra, "Business Organisation" (Dhanpatrai)
3. Bhushan & Goyal, "Business planning" (Sultan)
4. Shihatti & other, "Business Planning" (Sheth)
5. Tirodkar and others, "Business Planning" (Vipul)
6. AN Agarwala, "Business Organisation & Management"

#### NOTE TO EXAMINERS:

Only short answer type questions to be asked and no single question should be more than 10 marks.  
Adequate Internal choice is to be provided.

