

BUSINESS STUDIES & MANAGEMENT (BSM) FIRST YEAR

2nd Elective (Compulsory) Paper -1

Objectives

To acquaint students with the dynamic nature and inter-dependent aspects of business;

To develop an interest in the theory and practice of business, trade and industry;

To help students learn about various forms of business organizations;

To develop ideas of students about concept, functions and features of internal trade;

To acquaint students with the concept, process and trends of international trade along with business services;

Course Inputs

Unit-I

Nature, Purpose and Forms of Business Organization Nature and Purpose of Business Meaning, Characteristics, objectives, Requisites of successful business, Classification of Business activities - Industry, Commerce, Trade and Aids to trade and Business Risk Concept Forms of Business Organizations Sole Proprietorship: Concept, Importance and Limitations, Partnership: Concept. Types, Importance and Limitations of partnership, Registration of a Partnership Firm, Concept of Partnership Deed and its contents

Unit-II

Company, Co-operative Society, Public, Private and Global Enterprises Company (As per Companies Act, 2013) - Concept, Merits and Limitations; Types, private and Public concept, Distinction between a Public and Private Company, Formation of Company - Stages, Important Documents (Memorandum of Association, Articles of Association, Certificate of Incorporation and Commencement). Co-operative Society: Meaning, Characteristics, Advantages, and Disadvantages Public, Private and Global Enterprises: Concept of Public & Private Sector enterprises, Changing Role of Public Sector enterprises, Forms of Public Sector Enterprises (Departmental Undertakings, Statutory Corporation and Government Company), Concept of Global Enterprise, Joint Ventures and Public Private Partnership (PPP).

Unit - III

Internal Trade Wholesalers- Meaning, Characteristics, Functions & Types Retailer-meaning, Characteristics and Functions, Types of Retailers, Itinerant retailer, small Independent Retailers, Large Scale Retail Organizations- Departmental Stores, Multiple Shop, Mail Order Business, Super Market, Network Marketing, E- marketing, Service of Retailers to Wholesaler and Consumers, Distinction Between Wholesaler and Retailer.

Unit - IV

International Trade & Business Services International Trade: Meaning, Nature, Importance & Limitations of International Trade Distinction between Internal and International Trade, Export Procedure- Enquiry, Receipt of order, Clearance for export, Foreign Exchanges Formalities, Exchange rate, Shipping order Invoice, Shipment of goods and Securing Payment, Import Procedure- Permission to Import, Indent, Letter of Credit, Custom Formalities, Clearing Goods, Making Payment and Closing Transactions. Ware Housing: Meaning & Functions Transportation: Importance of Railway, Air & Water ways.