

Revised syllabus (2019 Pattern) B.Com. Degree course (CBCS) Syllabus for

Second Year B.Com Semester – IV

Subject Name: - Business Administration – I (II)

Subject Code: - 206 (A) - II

Unit No.	Unit Title	Contents	Purpose/Skills to be developed
1	Legal Aspects (Recent Trends)	Compliance of legal requirements in promoting business unit, Licensing, Registration, Filing returns and other documents	To develop a better understanding of the legal compliances in business
2	Productivity	Meaning, Importance & measurements of productivity, Factors affecting productivity, Role of National Productivity Council- Product Quality Control	To understand the term productivity and its importance in business administration
3	Business Liasoning	Interface between business and government, society ,and natural environment; etc Business strategy -- meaning and importance and steps in developing strategies.	To develop an understanding of the various forms of liasoning required in business administration
4	Business Alliances (growth strategies)	Mergers & Acquisition, Franchising, Outsourcing-concept and characteristics, Public Private Partnership, Business Engineering	Getting acquainted with the growth strategies of business
