

**Revised syllabus (2019 Pattern) B.Com. Degree course (CBCS) Syllabus for  
Second Year B.Com Semester – III**

**Subject Name: Business Administration -I**

**Subject Code: - 206 (A) - I**

**1. Objectives of the Course:**

- a. To provide basic knowledge about various forms of business organizations
- b. To acquaint the students about business environment and its implications thereon.
- c. To make them aware about the recent trends in business.

**2. Depth of the program – fundamental Knowledge**

<b>Unit No.</b>	<b>Unit title</b>	<b>Contents</b>	<b>Purpose/skills to be developed</b>
<b>1</b>	<b>Introduction to Business Administration</b>	Business-Definition, Characteristics, Scope Objectives of Business-Economic & Social Perspectives. Commerce-Meaning, Concept, Trade & Aids to trade-Meaning & Definition of the Terms- Administration, Management and Organisation, Functions of Administration	To understand the concept of Business To understand the various perspectives to business To know the various functions of Business Administration

<b>2</b>	<b>Types of Business Organisations</b>	<p>Sole Proprietorship, Partnership Firm, Limited Liability Partnership, Joint Stock Company, Non-Profit Joint Stock Company under Section 25 of the Companies Act, NGO, One Person Company, MNC, MSME</p> <p>Unorganised (informal)v/s Organized sector(registered/incorporated ) Entrepreneurship: Meaning, definition and importance, objectives, skills and qualities required of an entrepreneur, case study of a successful local entrepreneur.</p>	<p>To study the various forms of business organisations To understand the meaning and importance of organized and unorganized sector</p> <p>To introduce the concept of Entrepreneurship as a form of business</p>
<b>3</b>	<b>Business Environment</b>	<p>Meaning of Business Environment</p> <p>Constituents of Business Environment- Economic, Social, Legal, Cultural, Educational, Political, Technological, Natural and international.</p> <p>Impact of New Policies on Business Administration</p>	<p>To understand the concept of Business Environment To study the various aspects of business environment</p> <p>To understand its impact on business</p>
<b>4</b>	<b>Business Promotion and development</b>	<p>Business unit- Promotion, Concept, Stages in business promotion,</p> <p>Business development: Concept, process.</p> <p>Business components to be focused for development like markets, customers and relationships.</p>	<p>To study the various stages in business promotion</p> <p>To understand how to develop a business</p> <p>To study the important factors to be emphasized for Business development</p>

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