



# *Yogoda Satsanga Mahavidyalaya*

JAGANNATHPUR, DHURWA, RANCHI – 834004

Email address: [ysmranchi4@gmail.com](mailto:ysmranchi4@gmail.com)

(NAAC Accredited, Grade: B++, CGPA: 2.89)

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## **COURSE PLAN**

**NAME OF THE DEPARTMENT** : Business Administration

**NAME OF THE FACULTY** : Bipul Kumar Dubey

**ACADEMIC SESSION** : 2023-24

**YEAR** : 2024

**PROGRAMME** : BBA

**SEMESTER** : 01

**COURSE TYPE** : Theory

**COURSE NAME** : Business Organization

**COURSE CODE** : GE-1B

**TOTAL CREDIT** : 06



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## **PROGRAMME OUTCOMES (POs):**

- PO1:** Demonstrate knowledge and understanding of the management principles in the situations pertaining to global business world
- PO2:** Apply ethical business practices to show case highest level of commitment to professional code of conduct in the arena of business management
- PO3:** Assess the impact of internal and external environmental factors on business.
- PO4:** Demonstrate leadership skills in multidisciplinary settings, while exhibiting sensitivity towards a sustainable environment
- PO5:** Exhibit effectual communication skills that augment efficacy of managers
- PO6:** Develop critical thinking, analytical and problem-solving skills

## **PROGRAMME SPECIFIC OUTCOMES (PSOs):**

- PSO1:** Apply the knowledge from multiple functional areas i.e. Finance, marketing and Human resource to solve business problems.
- PSO2:** Develop entrepreneurial skills among students
- PSO3:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

## **COURSE OUTCOMES (COs):**

- CO1:** Understand the concepts related to Business.
- CO2:** Learn about different types of business ownerships.
- CO3:** Comprehend retailing in business and operational scale of retailing.
- CO4:** Develop the understanding about the different functional size of business enterprise.
- CO5:** Understand about the various types and methods of business financing.

## **COURSE TEACHING AND LEARNING ACTIVITIES**

### **A. PEDAGOGY**

- **Whiteboard**



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- ICT
- Case Studies

## B. COURSE COMPLETION PLAN

UNIT	NO. OF LECTURES		TEST	QUIZ	ASSIGNMENT
	THEORY	PRACTICAL/TUTORIAL			
01	10	3			
02	20	4			
03	15	4			
04	10	3			
05	20	4			

## A. COURSE DELIVERY PLAN:

UNIT	TOPIC/SUBTOPIC	LECTURE REQUIRED	CO ADDRESSED	ASSIGNMENT/TEST/QUIZ
01	Evolution of business	3	CO1	
	Nature of Business	3	CO1	
	Launching of Business Enterprises.	4	CO1	
02	Sole proprietorship, characteristics, Advantages & disadvantages	4	CO2	
	Partnership, characteristics, Advantages & disadvantages	4	CO2	
	Joint stock company, Characteristics, Advantages & Disadvantages	4	CO2	
	Various types of companies	3	CO2	
	Management of Joint stock company,	5	CO2	



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	Oligarchy in Company Management.			
<b>03</b>	Departmental stores, characteristics, merits & demerits	<b>3</b>	<b>CO3</b>	
	Multiple shops, characteristics, merits & demerits	<b>3</b>	<b>CO3</b>	
	Mail order business, characteristics, merits & demerits	<b>3</b>	<b>CO3</b>	
	Super Bazaar, Characteristics, Merits & Demerits	<b>3</b>	<b>CO3</b>	
	Concept of Organization & Management	<b>3</b>	<b>CO3</b>	
<b>04</b>	Meaning of Economic Size of Business	<b>2</b>	<b>CO4</b>	
	Method of measuring size of business unit	<b>3</b>	<b>CO4</b>	
	Meaning of Optimum size of Firm	<b>2</b>	<b>CO4</b>	
	Factors responsible for Optimum Size of Firm	<b>3</b>	<b>CO4</b>	
<b>05</b>	Meaning of Venture Financing	<b>2</b>	<b>CO5</b>	
	Methods of Financing	<b>3</b>	<b>CO5</b>	
	Meaning of Equity financing	<b>2</b>	<b>CO5</b>	
	Meaning of Venture Capital,	<b>2</b>	<b>CO5</b>	



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	Debt Financing and Govt. Grants	3	CO5	
	Meaning of Specialized Financial Institutions &	2	CO5	
	Types of Specialized Financial Institutions	3	CO5	
	Functions and Objectives of Specialized Financial Institutions	3	CO5	

## B. COURSE OUTCOME ASSESSMENT PLAN

### a. DIRECT ASSESSMENT

(Please tick the appropriate column)

COURSE OUTCOME	ASSESSMENT				REMARKS
	QUIZ	TEST	MID SEMESTER	END SEMESTER	
CO1				✓	
CO2				✓	
CO3				✓	
CO4				✓	
CO5				✓	



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## C. SUGGESTED READINGS

### a. REFERENCE BOOKS –

- Drucker P.F – Management Challenges of the 21<sup>st</sup> century Butterworth Heinemann Oxford.
- Y.K Bhushan – Fundamentals of Business Organization and Management, Sultan Chand.
- Dinkar Pagare – Business Organization, Sultan Chand.
- M.C Shukla – Business Organizations, S. Chand (P) Ltd. New Delhi.
- Business Organization of SBPD

## A. VIDEO RESOURCE

- <https://www.youtube.com/watch?v=UGSIED1Jx1Y>
- <https://www.youtube.com/watch?v=aWpsAGCQ840>
- <https://www.youtube.com/watch?v=nS4Qsc3L2Eg>
- [https://www.youtube.com/watch?v=Sv-T\\_Jy7DVQ](https://www.youtube.com/watch?v=Sv-T_Jy7DVQ)

## B. WEB RESOURCES

- <https://www.britannica.com/topic/business-organization>
- <https://www.iedunote.com/size-of-business>
- <https://ysmranchi-opac.kohacloud.in/pages.pl?p=dSPACE>

## C. E-RESOURCES

- Inlibnet
- National Digital Library of India