

206A BUSINESS ADMINISTRATION

1	Introduction to Business Administration	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
2	Types of Business Organisations	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 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.
3	Business Environment	Meaning of Business Environment Constituents of Business Environment Economic, Social, Legal, Cultural, Educational, Political, Technological, Natural and international. Impact of New Policies on Business Administration
4	Business Promotion and development	Business unit- Promotion, Concept, Stages in business promotion, Business development: Concept, process. Business components to be focused for development like markets, customers and relationships.
5	Legal Aspects (Recent Trends)	Compliance of legal requirements in promoting business unit, Licensing, Registration, Filing returns and other documents
6	Productivity	Meaning, Importance & measurements of productivity, Factors affecting productivity, Role of National Productivity Council - Product Quality Control
7	Business liaisoning	Interface between business and government, society and natural environment; etc. Business strategy -- meaning and importance and steps in developing strategies.
8	Business Alliances (growth strategies)	Mergers & Acquisition, Franchising, Outsourcing-concept and characteristics, Public Private Partnership, Business Engineering