

<b>Name of Faculty</b>	:	Faculty of Hospitality & Tourism
<b>Name of Program</b>	:	Bachelor of Business Administration in Hotel Management, BBA(HM)
<b>Course Code</b>	:	1BBH01
<b>Course Title</b>	:	Forms of Business Organization
<b>Type of Course</b>	:	BM (Business Management)
<b>Year of Introduction</b>	:	2023-24

<b>Prerequisite</b>	:	
<b>Course Objective</b>	:	The course aims to provide students with a comprehensive understanding of different forms of business organizations, their impact on decision-making and ethical practices. It also fosters an entrepreneurial mindset, while equipping students with knowledge of legal frameworks, intellectual property, corporate governance, and global business dynamics, with an emphasis on sustainability and social responsibility.
<b>Course Outcomes</b>	:	At the end of this course, students will be able to:
	CO1	Analyze the components of a business system and evaluate the ethical implications of business decisions.
	CO2	Differentiate between different forms of business organizations and justify the choice of a specific form of organization based on its advantages and limitations.
	CO3	Analyze the impact of external factors on business and apply environmental scanning techniques such as SWOT and ETOP analysis to assess business opportunities and threats.
	CO4	Identify entrepreneurial ideas and opportunities in the contemporary business environment and formulate a comprehensive business plan for a new venture.
	CO5	Interpret and apply the legal and regulatory framework for business organizations and assess the impact of corporate governance and sustainability practices on business performance.

### Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
			C	SEE	CIA	SEE	CIA	
4	0	0	4	100	50	0	0	150

Legends: **L**-Lecture; **T**-Tutorial/Teacher Guided Theory Practice; **P** - Practical, **C** - Credit, **SEE** - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

**Course Content**

Unit No.	Topics	Teaching Hours	Weightage (%)	Mapping With CO
1	<b>Introduction to Business</b> Chapter 1. Concept, Nature, and Scope of Business Chapter 2. Business as a System Chapter 3. Business and Environment Interface Chapter 4. Distinction between Business, Commerce, and Trade Chapter 5. Business Ethics and Social Responsibilities	12	10%	CO1
2	<b>Business Enterprises and Forms of Business Organization</b> Chapter 1. Sole Proprietorship Chapter 2. Partnership Firm Chapter 3. Joint Stock Company Chapter 4. One Person Company Chapter 5. Cooperative Society Chapter 6. Limited Liability Partnership (LLP) Chapter 7. Multinational Corporations (MNCs) Chapter 8. Choice of Form of Organization Chapter 9. Business Combination: Mergers, Takeovers, and Acquisitions	13	25%	CO2
3	<b>Business Environment</b> Chapter 1. Meaning and Significance of Business Environment Chapter 2. Internal and External Environment Chapter 3. Dimensions of Business Environment Chapter 4. Uncertainty and Business Chapter 5. Environmental Analysis and Diagnosis Chapter 6. Environment Scanning Techniques: SWOT and ETOP	13	20%	CO3
4	<b>Entrepreneurship</b> Chapter 1. Founding the Business Chapter 2. Entrepreneurship, Entrepreneur, and Enterprise Chapter 3. Entrepreneurial Ideas and Opportunities in the Contemporary Business Environment Chapter 4. Process of Entrepreneurship	12	20%	CO4
5	<b>Sustainability and Global Business Environment</b> Chapter 1. Legal and Regulatory Framework for Business Organizations Chapter 2. Intellectual Property Rights (IPR) and Business Organizations Chapter 3. Corporate Governance and Business Organizations Chapter 4. Global Business Environment and International Business Organizations Chapter 5. Business Organization and Sustainability	10	25%	CO5

<b>Suggested Distribution of Theory Marks Using Bloom's Taxonomy</b>						
<b>Level</b>	Remembrance	Understanding	Application	Analyse	Evaluate	Create
<b>Weightage</b>	20	35	20	10	10	5

*NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.*

#### **Suggested Learning Journals/Websites**

<b>Sr. No.</b>	<b>Name of Journal/Website</b>
1	Journal of International Business Studies
2	Journal Business Ethics
3	<a href="http://nenonline.org/">http://nenonline.org/</a>
4	<a href="https://www.mca.gov.in/">https://www.mca.gov.in/</a>
5	<a href="https://www.startupindia.gov.in/content/sih/en/reources/online-courses.html">https://www.startupindia.gov.in/content/sih/en/reources/online-courses.html</a>

#### **Reference Books**

<b>Sr. No.</b>	<b>Name of Reference Books</b>
1	Basu, C. (2017). Business Organisation and Management. McGraw Hill Education
2	Chhabra, T. N. (2019). Business Organisation and Management. Sun India Publications. New Delhi.
3	Kaul, V. K. (2012). Business Organisation Management. Pearson Education