



<b>Name of Faculty</b>	:	Faculty of Commerce and Management
<b>Name of Program</b>	:	Bachelor of Business Administration (B.B.A)
<b>Course Code</b>	:	1BBA04
<b>Course Title</b>	:	Forms of Business Organization
<b>Type of Course</b>	:	Skill Enhancement
<b>Year of Introduction</b>	:	2025-26

<b>Prerequisite</b>	:	Basic knowledge of management
<b>Course Objective</b>	:	The course aims to familiarize the students with the forms of business organisation and contemporary issues.

### Teaching and Examination Scheme

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

*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
1	<b>Introduction Business</b> Concept, nature and scope, business as a system, business objectives, business, and environment interface, distinction between business, commerce and trade, Business ethics, social responsibilities of Business	10
2	Business ethics, social responsibilities of Business Company, One Person Company, Cooperative society, Limited Liability Partnership, Multinational Corporations, Choice of Form of Organization, Business Combination, Need and Objectives, Forms: Mergers, Takeovers and Acquisitions.	10
3	<b>Business Environment Meaning and significance of Business environment</b> Internal and external environment, Dimensions of Business Environment; Uncertainty and business; Environmental Analysis and Diagnosis, Environment scanning techniques: SWOT and ETOP.	10
4	<b>Entrepreneurship:</b> Founding the Business Entrepreneur- Entrepreneurship- Enterprise; Entrepreneurial ideas and opportunities in the contemporary business environment, Process of entrepreneurship	15
5	Case studies and Application  Practical application of business Entrepreneurship and management	15
<b>Total Hours</b>		<b>60</b>



<b>Course Outcomes</b>	:	Identify different forms of business organisation
	CO1	Explain features, merits and limitations of different forms of business organisations
	CO2	Distinguish between various forms of organisations
	CO3	Discuss the factors determining choice of an appropriate form of business organisation
	CO4	Apply website design principles, SEO techniques and digital promotion tools (paid and free) to develop an effective online presence strategy, including blogs, for hospitality businesses.
	CO5	Develop an integrated annual PR and e-marketing plan that synthesizes feedback handling, OTA room-inventory management and coordinated online–offline methods for hospitality and event organizations.

### Teaching Methodologies

1. Lecture-cum-Discussion Method
2. Case Study Method
3. Project-Based Learning (PBL)
4. Experiential Learning Method
5. Simulation Based Learning
6. Collaborative Method
7. Group Discussion Method
8. Flipped Class Room Method

**Note :** The selected teaching methodologies are expected to account for more than 75% of the total course delivery for this curriculum

### Reference Books

Sr. No.	Name of Reference Books
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	Newson, T., Turk, J., & Kruckeberg, D. (Eds.). (2005). <i>This is PR: The realities of public relations</i> . Wadsworth / Thomson Learning.
4	Seitel, F. P. (2016). <i>The practice of public relations</i> (13th ed.). Pearson / Prentice Hall.
5	Rayudu, C. S., & Balan, K. R. (2023). <i>Principles of public relations</i> (2nd ed.). Himalaya Publishing House.

### Course Outcome – CO-PO Mapping

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10			PSO 1	PSO 2
CO1	3	3	2	-	-	2	-	-	-	3			-	-
CO2	3	3	3	-	2	2	2	2	-	3			-	-
CO3	3	3	3	3	1	2	1	1	3	1			-	-
CO4	3	3	3	3	1	1	1	1	3	1			-	-



**SIGMA**  
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**Faculty of Commerce and Management**  
**Bachelors Of Business Administration**  
**(W. E. F.: 2025-26)**

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<b>CO5</b>	3	3	3	-	3	3	3	3	3	3			-	-
<b>Total</b>	15	15	14	6	7	10	7	7	9	11			-	-
<b>No. of Cos mapping with POs</b>	5	5	5	2	4	5	4	4	3	5			-	-
<b>Average</b>	3.0	3.0	2.8	3.0	1.8	2.0	1.8	1.8	3.0	2.2			-	-
<b>Round (Average)</b>	3	3	3	3	2	2	2	2	3	2			-	-