

SARDAR PATEL UNIVERSITY
Programme: BBA(Foreign Trade)
Semester: I
Syllabus with effect from: JUNE 2011

Paper Code: UM01CBBF02	Total Credit: 3
Title Of Paper: Industrial Organization	

Unit	Description in detail	Weighting (%)
1	The Business System Nature and Scope of Business Business System Essential of a Successful Business Business System and its Environment	25 %
2	The Business Structure Meaning Merits and Demerits Procedure of Formation Sole Proprietorship Partnership Co-operative and Joint Stock Company	25 %
3	Business Combination Horizontal and Vertical Combination Causes of Combination Holding of Companies (Advantages & Disadvantages) Trust v/s Holding Company Cartels v/s Trust	25 %
4	Company Formation Company Promotion Abroad Formation of Company Memorandum of Association Articles of Association Prospectus Scanning of Prospectus Underwriting of Securities Importance of Underwriting	25 %

Basic Text & Reference Books

- Modern Business Organisation and Management – S. A. Sharalekar, Himalay Publication
- Fundamentals of Business Organisation – Paresh Shah – Mahajan Publication
- Business Organisation and Management – C. B. Gupta, S. S. Chanda Company

