

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

Paper Code: UM02EBBF01	Total Credits: 3
Title Of Paper: Industrial Organization – II	

Unit	Description in detail	Weightage (%)
1	Setting – Up a new Enterprise Managerial Decision of setting – Up A New Enterprise Discover of an Idea or Invention and its Preliminary Investigation Size of Business Enterprise Location of Plant & Equipment Preparation of the Product	25 %
2	Company Management and Control Separation of Management from Ownership Structure of Company Management Usual Agencies of Management Management by the Board Management Power of Board Division of Managerial Function Managerial Remuneration Auditor's Secretary	25 %
3	Officer Organisation and Management What is office management? Function of Modern Office Duties and Responsibilities of Office Management Managerial Function in the office Planning the Organization of an Office Controlling Office Activities Basic Conditions for Effective Coordination	25 %
4	Company Formation Standard Measuring the Size Large Scale v/s Small – Scale Business Weaknesses of Large Firms Survival of Small Business Size of Business Unit (Optimum Firm) Factor of Optimum Firm	25 %

Basic Text & Reference Books: -----

