

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (International Business)**  
**Semester: I**  
**(Effect from June, 2018)**

<b>Paper Code: UM01CBBB22</b>	<b>Total Credits: 3</b>
<b>Title Of Paper: Industrial Organization</b>	

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

**Basic Text & Reference Books:**

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

