

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (International Business)**  
**Semester: II**  
**Syllabus with Effect from: DECEMBER 2014**

<b>Paper Code:</b> UM02CBBB02	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> Industrial Organization – II	

Unit	Description in detail	Weightage (%)
<b>1</b>	<b>Setting – Up A new Enterprise</b> 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	<b>25 %</b>
<b>2</b>	<b>Company Management and Control</b> Separation of Management from Owenarship 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	<b>25 %</b>
<b>3</b>	<b>Officer Organisation and Management</b> What is office management? Function of Morden Office Duties and Responsibilities of Office Management Managerial Function in the office Planning the Organisation of an Office Controlling Office Activities Basic Conditions for Effective Coordination	<b>25 %</b>
<b>4</b>	<b>Company Formation</b> Standard Measuring the Size Large Scale v/s Small – Scale Business Weaknesses of Large Firms Survival of Small Business Size of Business Unit (Optimum Film) Factor of Optimum Firm	<b>25 %</b>

**Basic Text & Reference Books: -----**

