

**SARDAR PATEL UNIVERSITY**

Programme: B.Sc (Home Science)

Semester: II

Syllabus with effect from: November/December-2011

**Objectives**

- To develop in students an understanding of the process of business.
- To acquaint students with the dynamic values & inter dependent aspects of business.
- To make them understand the concepts of business

<b>Paper Code: UH02EBOB04</b>	<b>Total Credit: 2</b>
<b>Title Of Paper: Basic of Business</b>	

Unit	Description in detail	Weighting (%)
I	<b>Nature &amp; Purpose of Business.</b> Concept and characteristics of business. Objectives of business. Classification of business activities : Manufacture, trade and service oriented.	20%
II	<b>Meaning and Importance of Business function</b> Production Marketing Finance Personnel	15%
III	<b>Forms of business Organization</b> Sole Proprietorship : Meaning, Feature, Merits & Limitations. Partnership : Meaning, Types, Merits & Limitations. Co-Operative Society : Types, Merit & Limitations. Company : Private ltd, Public ltd & Their merits & Limitations.	15%
IV	<b>Small Business</b> Small Scale Industry: tiny, cottage and rural industry. Role of small business in rural India. Problems of small business. Government assistance and special schemes for industries in rural areas. Basic factors considered while starting small business.	20%
V	<b>Business Correspondence</b> Principles of correspondence. Quotation, orders, tenders and sales letters. Report Writing. Definition, importance, types & structure of report.	20%

**Basic Text & Reference Books**

- Kotler Philip(2003) “Marketing management Pearson Education” Pvt Ltd, Delhi.
- Sharlekar S(1995) Marketing Management Himalaya pub.house , Bombay.
- Schoell F(1985) Marketing Allyn and Bacon Inc, London.
- Sarkar M (2000) Marketing Management Crest Pub House, New Delhi.
- Rajgopal (2000) Marketing Concepts and Cases, New age International(P) Ltd pub, New Delhi.
- Fundamentals of business organization & management (Y.K.Bhushan).

