

DEPARTMENT OF HUMANITIES & SOCIAL SCIENCES

Programme: B. Tech

Course Title: Business Studies

Course Category: IC

Course Code: HSIC 104

Credits: 3 (L-2, T-1)

Semester: 1st/2nd

Course Objectives

- The course is designed to introduce the concepts of business to the students.
- The course aims to acquaint the students about business processes from beginning to the end.

Unit I: Fundamentals of Business

Business: Meaning and Characteristics of Business, Objectives of Business. Classification of Business Activities: Industry and Commerce, Industry types: Primary, Secondary and Tertiary. Types of Businesses: Sole Proprietorship, Partnership, Limited Liability Company, Private and Public company. Formation of Company: stages and required documents.

Unit II: Sources of Business Finance

Business Finance: Concept and Importance. Types of Sources of Finance: Long-term Sources (Equity Shares, Preference shares, Debentures, Term Loans, Retained earnings, Loan from financial institutions, etc.), Short Term Sources (Trade Credit, Accrued Expenses, Commercial Papers, Public Deposits etc.)

Unit III: Small Business and Entrepreneurship Development

Entrepreneurship Development (ED): Concept, Characteristics and Need. Process of Entrepreneurship Development: Start-up India Scheme, Intellectual Property Rights and Entrepreneurship. Small Scale Enterprise: Classification and Roles; Issues and Challenges faced by Small Scale Enterprises, Government schemes for small scale industries.

Unit IV: Business Services and Social Responsibility of Businesses

Business services: Meaning and Types, Emerging Modes of Business, E-business: Concept, Scope and Benefits, E-commerce, EDI, Web-based Marketing, Role of Internet and Risk Management; Social Responsibility of Business. Role of Business in Sustainable Development.

Course Outcomes

- The course would help the students in understanding different forms and numerous processes of a business.
- The course would sensitize the students to practice the ethical behaviour of the businesses.

Suggested Readings

Business Studies: Learners Book, Oxford Successful

Business Studies: 2018/19 Undergraduate Guide, University of Huddersfield

Business Studies: Fourth Edition, Ian Chambers and David Gray, CP.