SRI Y.N.COLLEGE (AUTONOMOUS), NARSAPUR
NAAC Accredited 'A' Grade College, Affiliated to Adikavi Nannaya University
Department of Management Studies
BACHELOR OF BUSINESS ADMINISTRATION

Bridge Course

(to be offered in the beginning of I Semester)

Conceptual Foundations of Business

***Course Outcome*:** *The course will enable the students to gain insights into the basic concepts of organizations, Business firms and understand the legal aspects in incorporating the companies.*

Duration: 10 days: 20 Hrs

Unit I : (6Hrs) Concept of Organizations – Features , Types of Organisations – Business Concept – Features – Objectives – Business Structure – Industry – Commerce – Trade

Unit II: (6hrs) Forms of Business Organizations – Sole Proprietary Concerns – Partnership Firms – Joint Stock Companies – Co-operative Societies.

Unit III: (8hrs) Types of Companies – Formation And Incorporation of Companies – Memorandum of Association – Articles of Association – Prospectus – Private Vs Public Limited Companies

Reference Book: Business Organization and Management , Dr. R.K. Sharma, Shashi K Gupta , Kalyani Publishers