

Business Organization

1. Define the concept of business and explain its nature, scope, and social responsibility in society.
2. Analyze and differentiate between the various forms of business organizations such as sole proprietorship, partnership, joint stock company, and cooperatives in terms of their features, merits, and demerits.
3. Evaluate the sources of business finance including long-term, medium-term, and short-term sources to understand the financial aspects of a business.
4. Examine departmental undertakings, public corporations, and government companies by identifying their features, merits, and demerits in the public sector.
5. Assess the relationship between government and business through the stock exchange, business combinations, and chambers of commerce and industries in India like FICCI and CII Association.
6. Explore emerging modes of business such as e-business, outsourcing, and smart cards/ATMs to understand the scope, benefits, and implementation requirements for successful business operations.
7. Manage ethics in business organizations by establishing corporate standards, codes of conduct, and internal documents to uphold ethical practices and create a culture of ethics within the organization.
8. Implement tools to increase ethical standards in the organization including ethical codes, committees on ethics, social audits, and training programs on ethical behavior to ensure compliance with ethical regulations.
9. Control ethical standards through mechanisms like ombudsman, compliance systems, hotlines, and whistleblowing procedures to address unethical practices and promote ethical decision-making in the organization.
10. Analyze case studies of companies to distinguish between ethical and unethical practices in marketing and finance, highlighting examples of best practices and areas where improvements can be made to maintain high ethical standards within the organization.