



SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION TEACHING PLAN

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Academic Year	Date of commencement of Semester
24BC2T03	BUSINESS ORGANIZATION	II	BCA	5	2024-25	17/02/2025
COURSE OUTCOMES						
1	Explains the concepts of business, including its features, stages of development, and classification of business activities.,(K1)					
2	Analyze the considerations for establishing a new business, understand the qualities of a successful businessman, and evaluate the different forms of business organization, including their merits and demerits.(K4)					
3	Evaluate the factors affecting plant location and layout, understand the objectives and types of plant layouts.(K4)					
4	Understand the concepts of business combination and rationalization, including their characteristics, objectives, causes, forms, and differences between rationalization and nationalization.(K4)					
5	Understand the evolution of computers, internet basics, network security concepts, and ethical implications in information technology (K4)					
UNIT	Out Comes / Bloom's Level	Topic s No.	Topics/Activity	Text Book / Referenc e	Contact Hour	Delivery Method
I	CO1:Explains the concepts of business, including its features, stages of development, and classification of business activities.(K1)	1.1	Business: Concept, Meaning, Features,	T1,R1	1	Chalk & Talk, PPT, Active Learning & Tutorial
		1.2	Stages of development of business and importance of business. Classification of Business Activities.	T1,R1	2	
		1.3	Meaning, Characteristics, Importance of Organisation.	T1,R1	1	
		1.4	Importance and Objectives of Business Organization.	T1,R1	2	
		1.5	Difference between Industry & Commerce	T1,R1	2	
		1.6	Business & Profession, Modern Business and their Characteristics.	T1,T2	2	



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II	CO2: Analyze the considerations for establishing a new business, understand the qualities of a successful businessman, and evaluate the different forms of business organization, including their merits and demerits (K4)	2.1	Promotion of Business: Considerations in Establishing New Business.	T1,R2	1	Chalk & Talk, PPT Tutorial, Active Learning & Case Study
		2.2	Qualities of a Successful Businessman	T1,R2	1	
		2.3	Forms of Business Organization - Sole Proprietorship their Characteristics relative merits and demerits	T1,R2	2	
		2.4	Partnership their Characteristics relative merits and demerits	T1,R2	2	
		2.5	Joint Stock Companies & Co-operatives and their Characteristics.	T1,R2	2	
		2.6	Difference between Private and Public, Concept of One Person Company.	T1,R2	2	
		Total				
	III	CO3: Evaluate the factors affecting plant location and layout, understand the Objectives and types of plant layouts. ()	Plant Location and Layout			
3.1			Meaning, Importance, Factors affecting Plant Location.	T2,T3,R3	2	
3.2			Plant Layout - Plant Layout - Meaning, Objectives, Importance	T2,T3,R3	2	
3.3			Types of Layout. Factors affecting Layout	T2,T3,R3	2	
3.4			Size of Business Unit-Criteria for Measuring the Size. Factors affecting the Size.	T2,T3,R3	2	
3.5			Optimum Size and factors determining the Optimum Size.	T1	2	
Total				10		
IV	CO4: Understand the concepts of business combination and rationalization, including their characteristics, objectives, causes, forms, and differences between	Business Combination				Chalk & Talk, PPT Tutorial, Active Learning & Case Study
		4.1	Meaning, Characteristics, Objectives, Causes of Business Combination.	T2,T3,R3	2	
		4.2	Forms and Kinds of Business Combination	T1	2	
		4.3	Rationalization: Meaning, Characteristics, Objectives.	T1	2	
		4.4	Principles, Merits and demerits of rationalization.	T2,T3,R3	2	



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	rationalization and nationalization(K 4)	4.5	Difference between Rationalization and Nationalization.	T2,T3,R3	2	
Total					10	
Computer Applications						
V	CO5 Understand the evolution of computers, internet basics, network security concepts, and ethical implications in information technology (K4)	5.1	Milestones of Computer Evolution of applications.	T2,T3,R3	1	Chalk & Talk, PPT, Tutorial
		5.2	Computer, Block diagram, generations of Computer. Internet Basics	T2,T3,R3	1	
		5.3	Internet, history, Internet Service Providers	T2,T3,R3	1	
		5.4	Types of Networks, IP, Domain Name Services, applications.	T2,T3,R3	2	
		5.5	Ethical and Social Implications, Network and security concepts-	T2,T3,R3	1	
		5.6	Information Assurance Fundamentals, Cryptography-Symmetric	T2,T3,R3	2	
		5.7	Asymmetric Malware, Firewalls, Fraud Techniques, privacy and data protection.	T3	2	
Total					10	
Revision					10	
CUMULATIVE PROPOSED PERIODS					60	
Text Books:						
S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION					
T1	Bhusan Y. K., "Business Organization", Sultan Chand & Sons.					
T2	Prakash, Jagdish, "Business Organistaton and Management", KitabMahal Publishers (Hindi and English)					
T3	Fundamentals of Computers by V. Raja Raman.					
Reference Books:						
S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION					
R1	Gupta, C.B., "Business Organisation", MayurPubliction, (2014).					
R2	Singh,B.P.,Chhabra,T.N., "An Introduction to Business Organisation & Management", KitabMahal, (2014).					
R3	Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson					
Web Details						
1	https://www.sultanchandandsons.com/book/531/business-organisation-and-management					
2	https://in.okfn.org/files/2013/07/Computer-Fundamental.pdf					

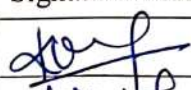
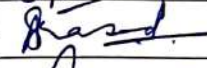


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		Name	Signature with Date
i.	Faculty	J.Veenadhuri	
ii.	Course Coordinator	J.Veenadhuri	
iii.	Module Coordinator	Dr.N.G.S.Prasad	
iv.	Programme Coordinator	Dr.G.Grace	


Principal