

COURSE DESCRIPTION			
Program	Computer Application & Business Management		
Course Title	Business Studies		
Course Code	1253	Semester	I
Type of Course	Theory	Contact Hours	60
Teaching Scheme (L: T:P:R)	4:0:0:0	Credits	4
CIE Marks	40	ESE Marks	60

Introduction

This course introduces students to the fundamental concepts of business, commerce, and management. It provides an understanding of how businesses are formed, organised, financed, and managed in a dynamic economic environment. The course covers business objectives, forms of business ownership, management principles, business environment, marketing, finance, and human resources, enabling learners to develop a strong foundation for advanced business and management studies.

Course Objectives

1	To understand the nature, scope, and objectives of business activities.
2	To familiarise learners with forms of business organisations and management principles.
3	To introduce key business functions such as marketing, finance, and human resource management.
4	To develop awareness of the business environment, ethics, and social responsibility.

Course Pre-requisite

Topic	Course code	Course Title	Semester
NIL			

Course Outcome

CO	Course Outcome	Blooms Taxonomy Level
CO1	Explain the fundamentals of business, objectives, and classification of business activities	Understand
CO2	Understand forms of business organisation and principles of management	Understand
CO3	Apply concepts of marketing, finance, and human resource management in business situations	Apply
CO4	Understand business environment, ethics, and social responsibility	Understand

CO-PO mapping

COURSE ARTICULATION MATRIX											
Course Outcomes	PROGRAM OUTCOMES										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	-	-	-	-	-	-	-	-	-
CO2	3	2	2	-	-	-	-	-	-	3	-
CO3	3	3	3	2	-	-	-	-	-	2	-
CO4	3	2	-	-	-	3	3	-	-	-	-
Total	12	9	5	2	-	3	3	-	-	5	-
Correlation Level	3	2.25	2.5	2	-	3	3	-	-	2.5	-

Legends: 1 - Low; 2 - Medium; 3 - High; No Correlation - "-"

Teaching and Assessment Scheme

Teaching Scheme/Week				Self-learning (SS)/Week	Total Hours/Semester	Credits C	Examination Scheme					
							Theory			Practical		
L	T	P	S				CIE	ESE	Total	CIE	ESE	Total
4	0	0	0	6	60	4	40	60	100	0	0	0

L: Lecture (One unit is of one-hour duration with one credit), T: Tutorial (One unit is of one-hour duration with one credit), P: Practical (One unit is of one-hour duration with 0.5 credit), S: Project (One unit is of one-hour duration with 0.5 credit) SS: Self-Learning, CIE: Continuous Internal Evaluation, ESE: End Semester Examination

Syllabus - Major Topics

Module	Title	Major Topics	Instructional Hours	
			L	T
Module I	Introduction to Business	Nature of business, objectives, classification, business activities	15	0
Module II	Forms of Business Organisation	Sole proprietorship, partnership, company, cooperatives	15	0
Module III	Business Functions	Marketing, finance, HRM, production	15	0
Module IV	Business Environment & Ethics	Business environment, ethics, CSR, emerging trends	15	0

Detailed Syllabus

Subtopic	Student Learning Outcome	Mode of delivery (L/T)	Mapped CO	Taxonomy Level	Instructional Hours
Module I					
Nature of Business	Define business and its features	L	CO1	Remember	3
Objectives of business	Explain economic and social objectives of business	L	CO1	Understand	3
Classification of business	Classify and explain business activities	L	CO1	Understand	3
Industry and commerce	Differentiate between industry and commerce	L	CO1	Understand	3
Role of Business	Explain the role of business in economy	L	CO1	Understand	3
Module II					
Sole proprietorship	Explain features, merits, and demerits of sole proprietorship	L	CO2	Understand	3
Partnership	Describe types of partnerships	L	CO2	Understand	3
Company	Explain private & public companies	L	CO2	Understand	3
Cooperative society	Identify cooperative principles	L	CO2	Understand	3
Comparison	Compare forms of business with examples	L	CO2	Apply	3
Module III					
Marketing	Explain marketing concepts, functions, and marketing mix	L	CO3	Understand	3
Finance	Describe meaning, role, and sources of business finance	L	CO3	Understand	3
Entrepreneurship and Innovation	Explain the concept of entrepreneurship, characteristics of entrepreneurs, and role of innovation in business growth	L	CO3	Understand	3
Human resource management	Explain functions of HRM such as recruitment, training, and motivation	L	CO3	Understand	3
Human resource management Production management	Describe production processes and productivity improvement	L	CO3	Understand	3
Module IV					
Business Environment	Explain internal & external business environment	L	CO4	Understand	3
Economic Environment	Familiarise the impact of economic policies	L	CO4	Understand	3
Business Ethics	Explain ethical principles in business	L	CO4	Understand	3
Corporate Social Responsibility	Describe CSR initiatives	L	CO4	Understand	3
Emerging Trends	Discuss digitalisation & globalisation	L	CO4	Understand	3

Suggested Student Activities for Self-Learning

Week	Self-Learning description	Hours
Module I		
1	Prepare a one-page note defining Business Identify characteristics of business (profit motive, continuity, risk, etc.) with examples Differentiate between business, profession, and employment in a short table	6

2	Classify business activities using a table Collect real-life examples for each type of business activity (primary, secondary, tertiary) Create a flowchart showing the link between industry and commerce	6
3	Identify objectives of business from real-life examples Classify business objectives into economic and social objectives Study one local business and list its main objectives	6
4	Revise key terms related to business Prepare a glossary of important business terms with meanings Frame short-answer questions based on key terms for self-testing	6
Module II		
5	Identify businesses around you and classify them Prepare a list of local businesses and identify their form of organisation Interview a shop owner to understand the nature of their business activity	6
6	List examples of cooperative societies operating in India Study the objectives and benefits of cooperative societies Prepare a brief note on any one cooperative society (e.g., Amul)	6
7	Prepare a summary table comparing all forms of organisation Identify merits and demerits of each form of business organisation Suggest suitable forms of organisation for different business situations	6
8	Compare industry and commerce using a table List types of industries with example Identify activities included under trade and aids to trade	6
Module III		
9	Observe promotional strategies used by any company Collect advertisements from newspapers or social media and analyse them Identify different elements of promotion used by a brand	6
10	Identify finance sources used by small businesses Classify sources of finance into internal and external sources Study financial challenges faced by small businesses	6
11	Observe HR and production practices of an organisation and write a brief report Identify functions of human resource management List basic production activities carried out in a manufacturing unit	6
12	Prepare a short note on qualities of an entrepreneur with real-world examples Identify successful entrepreneurs in India and their achievements List challenges faced by entrepreneurs in starting a business	6
Module IV		
13	Identify ethical issues faced by businesses Prepare examples of ethical and unethical business practices Explain the importance of ethics in business	6
14	Identify digital tools used by businesses List benefits of using digital technology in business operations Study the role of e-commerce in modern business	6
15	Prepare a summary note on emerging trends in business	6
Total Self-Learning hours		90

Learning Resources

TEXT BOOK			
Sl. No.	Title	Author	Publication
1	Business Studies	N. S. Chhabra	McGraw-Hill

REFERENCE			
Sl. No.	Title	Author	Publication
1	Principles of Management	Koontz & O'Donnell	McGraw-Hill

WEB RESOURCES		
Sl. No.	URL	Modules Covered
1	https://www.geeksforgeeks.org/business-studies/introduction-to-business/	I

2	https://chromestudy.com/subject_notes/pob_notes/the_nature_of_business	I
3	https://timespro.com/blog/what-are-the-different-objectives-of-business-tips-to-achieve-them	I
4	https://www.geeksforgeeks.org/business-studies/forms-of-business-organization/	II
5	https://www.indeed.com/career-advice/career-development/forms-of-businesses	II
6	https://www.sba.gov/business-guide/launch-your-business/choose-business-structure	II
7	https://www.vukhanpur.com/handouts/mgt211_new062158.pdf	III
8	https://askfilo.com/user-question-answers-smart-solutions/write-eight-business-functions-and-explain-the-business-3337303032363833	III
9	https://chromestudy.com/subject_notes/pob_notes/production_marketing_and_finance	III
10	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1603.pdf	III
11	https://www.indeed.com/career-advice/career-development/what-is-business-environment	IV
12	https://en.wikipedia.org/wiki/Business_ethics	IV
13	https://openstax.org/books/business-ethics/pages/3-4-corporate-social-responsibility-csr	IV

Assessment Methodology - Theory

Mode	Attendance	CA1	CA2	CA3	CA4	CA5	CA6	ESE
		Self-learning activities (Module 1)	Self-learning activities (Module 2)	Self-learning activities (Module 3)	Self-learning activities (Module 4)	Series Exam (2 modules)	Series Exam (2 modules)	Written Exam (theory)
Duration						2 hours	2 hours	2.5 hours
Exam mark		15	15	15	15	50	50	60
Converted to						20	20	
Marks	5	15				20		60
Total	40							
Tentative schedule	End of semester	By 4th week	By 7th week	By 11th week	By 14th week	8th week	15th week	End of semester

Series Examination Pattern- Theory

Time	Module	Part A	Marks	Part B	Marks	Part C (With choice)	Marks	Total
2 hours	Any one module	2	1	3	3	2	7	25
	Any one module	2	1	3	3	2	7	25
	Number	4		6		4		50

End Semester Examination Pattern of Question Paper - Theory

Duration	Module	TYPE OF QUESTIONS						
		Part A (2 Questions from each module)		Part B 2 out of 3 questions from each module)		Part C (1 set questions with choice from each module)		Total Marks
		No. of Questions	Marks (1 mark each)	No. of Questions	Marks (3 marks each)	No. of Questions	Marks (7 marks each)	
2.5 hours	1	2	2	3	6	1 set	7	15
	2	2	2	3	6	1 set	7	15
	3	2	2	3	6	1 set	7	15
	4	2	2	3	6	1 set	7	15
		8	8	12	24	4 sets	28	60