



# Mahatma Gandhi University Kottayam

<b>Programme</b>						
<b>Course Name</b>	<b>BUSINESS ORGANISATION AND ENTREPRENEURSHIP</b>					
<b>Type of Course</b>	MDC					
<b>Course Code</b>	MG1MDCCOM100					
<b>Course Level</b>	100					
<b>Course Summary</b>	This course is intended to create an awareness among non-commerce students regarding business enterprises, establishment, entrepreneurship and the journey of entrepreneurs. The course in addition to developing a theoretical understanding, provides a platform for learning through activities.					
<b>Semester</b>	1	Credits			3	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		2	0	1	0	60
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome At the end of the course the students shall be able to:	Learning Domains*	PO No
1	Develop an understanding on the concept, classification, and importance of business organisation	Understand,	1,2,3
2	Analyse the concept, functions and role of entrepreneurs and understand the process of establishment of enterprises	Analyse	1,3,5
3	To understand the fundamentals connected with establishment and development of enterprises, various models and design of enterprises.	Understand	2,5,6
4	Evaluate the process of establishment of enterprises through cases and visits and presenting the ideas	Evaluate, Interest	2,5,6

*\*Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C), Skill (S), Interest (I) and Appreciation (Ap)*

### COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1. Business Organisation and Forms	1.1	Economic and non - economic activities - Concept of Business–Characteristics, Business Vs Profession/ Employment	1	1
	1.2	Objectives of Business	1	1
	1.3	Classification of business activities - Industry and types- Commerce	1	1
	1.4	Social responsibilities of business- Business Ethics	1	1
	1.5	Forms of Business Organisation - Sole proprietorship, Partnership, LLP, Joint Stock Company, Co-operative Society	2	1
	1.6	Features of each form of business- Merits and limitations -Comparison	2	1
	1.7	Public Sector and Private Sector enterprises - Comparison	1	1
	1.8	Meaning of micro, small, and medium enterprises	1	1
	1.9	How to register various forms of business enterprises	5P	4
2. Entrepreneurship and starting the Entrepreneurial Journey	2.1	Meaning and characteristics of entrepreneurship	1	2
	2.2	Functions of entrepreneurs- Role of entrepreneurs in economic development	1	2
	2.3	Basic classification of entrepreneurs	1	2
	2.4	Creativity, Innovation, and entrepreneurship – Types of innovation	1	2
	2.5	Intrapreneurs	1	2
	2.6	Entrepreneurial Journey - Idea generation- Sources of ideas	1	2,3
	2.7	Idea screening and Feasibility report	1	2,3
	2.8	Business Plan Development - Components	2	2,3
	2.9	Testing, validation, and commercialization of business ideas	1	2,3
	2.10	Success stories of entrepreneurs- Enterprises in the localities – (Field Study)	5P	4
	2.11	Case Studies on successful and failed ventures (Field Study and Bibliographical Study)	5P	4
	2.12	Preparation of a simple Business Plan/ Business Idea	10P	4

3. Entrepreneurial Fundamentals (Overview only)	3.1	Sources of Funds- Own fund and Borrowed funds	2	2,3
	3.2	Angel funds, Venture capital - Concept	1	2,3
	3.3	Government assistance to entrepreneurs	2	2,3
	3.4	Startups-Meaning and features –Support for start up –	1	2,3
	3.5	Patents, Trademarks and other IPR–Meaning, features and importance	2	2,3
	3.6	E-Commerce- Meaning, Scope and importance	1	2,3
	3.7	Business Models - B2B B2C, C2C, C2B, B2B2C, B2C.	1	2,3
	3.8	Basic financial terms like variable cost, fixed cost, breakeven point, Unit cost, unit selling price etc.	5P	4
4	4	Teacher Specific Module		

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> <ul style="list-style-type: none"> <li>• Activity learning.</li> <li>• Collaborative learning.</li> <li>• Experiential learning.</li> <li>• Problem-based learning.</li> <li>• Roleplay</li> <li>• Industrial and Field Visit</li> <li>• Lecture and Presentations</li> <li>• Flipped Classroom</li> </ul>						
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>A. Continuous Comprehensive Assessment (CCA) – 25 marks</b> (a) Assignment on registration of an enterprise (b) MCQ Test – Best One (Based on first three modules) (Module 4 shall be part of CCA only) (c) Presenting business ideas OR Idea on prototype/ Design/ Art/ Instruments/ Apps etc. OR Case Studies - OR Identify a business unit – its establishment and growth etc. from nearby locality or Preparing a Business Plan OR Reports on basic business plans with financial calculations - Remaining marks						
	<b>B. End Semester examination – 50 marks</b> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Mode</th> <th style="text-align: center;">Time in Hours Maximum</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">MCQ Based</td> <td style="text-align: center;">1</td> </tr> </tbody> </table>			Mode	Time in Hours Maximum	MCQ Based	1
Mode	Time in Hours Maximum						
MCQ Based	1						

Question Type	Number of questions to answered	Answer word/ page limit	Marks
Section A-Multiple Choice Questions	30 out of 32	MCQ	30 x 1= 30
Section B- Multiple Choice Questions	10 out of 12	MCQ	10 x 2 = 20
<b>Total</b>			<b>50 marks</b>

### References

1. Tulsian, P.C, and Pandey, Vishal, Business Organisation and Management, *Pearson Education*
2. Srivastava, Himanshu and Bahal, Mohit, Business Organisation and Management, *Kitab Mahal*
3. Bhushan, Y.K, Fundamentals of Business Organisation and Management, *Sultan Chand and Sons*
4. Khanka, SS, Entrepreneurial Development, S Chand and Company Limited
5. Gordon, E and Natarajan, K, Entrepreneurship Development, *Himalaya Publishing House*
6. Sood S K and Aroa, Renu, Entrepreneurship Development and Small Business, *Kalyani Publications*

### Suggested Readings

1. Zero to One: Notes on Startups, or How the Build the Future by Peter Thiel
2. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
3. India as Global Start-up Hub: Mission with Passion by C B Rao
4. Elon Musk: Tesla, Space X, and the Quest For a Fantastic Future by Ashlee Vance
5. Steve Jobs by Walter Isaacson
6. Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker