

Course Code: 210101	Marks: 100	Credits	Class Hours: 75
<b>Course Title:</b>	<b>Introduction to Business</b>		

- 1. Concepts in Business:** Meaning and Definition of Business-Functions, Characteristics and Nature of Business-Components of Business-Pre-Requisites of Business-Owner of a business-The Payoff of Business ownership, The Winning hand of Ownership, Characteristics of successful Business Owner, Form of Business Ownership in Bangladesh.
- 2. Sole Proprietorship:** Meaning and Definition-Characteristics of Sole Proprietorship-Advantages and Disadvantages-Formation of Sole Proprietorship.
- 3. Partnership:** Meaning and Definition-Characteristics of Partnership-Advantages and Disadvantages-Kinds of Partners and Partnership-Partnership Agreement-Provision of Partnership Deed-Rights and Duties of Partners-Liabilities of Partners-Formation of partnership Firm-Dissolution of Partnership Firm.
- 4. Joint Stock Companies (JSC):** Meaning and Definition-Features of JSC-Advantages and Disadvantages of JSC-Public Vs. Private Limited Company-Formation of a JSC in Bangladesh-Legal Documents Issued by A Company: Memorandum, Articles, Prospectus-Company Meeting: Shareholders' Meetings, Directors' Meeting-Share Capital-Winding up of Company.
- 5. Cooperative Society:** Meaning and Definition-Department of Cooperative in Bangladesh, Principles and Characteristics of Cooperative-Advantages and Disadvantages of Cooperative-Types of Cooperative Society.
- 6. State Enterprises:** Meaning and Definition-Historical Background of State Enterprises-Advantages, Disadvantages, Classification of State Enterprise, State Enterprise in Bangladesh.
- 7. Franchising:** Meaning and Definition, Franchising options and the structure of the industry, Process for evaluating a franchise opportunity, Reasons for buying an existing business, Process of evaluating a business, Pros and cons of franchising.
- 8. Business Start-Up:** Identifying Startup Ideas, Creating a New Business from Search, Finding Startup Ideas, Using Internal and External Analysis to evaluate and opportunity, Selecting Strategies that capture opportunities,

#### **Recommended Books:**

1. Ivancevich, M. John, and Skinner, J. Steven,(1992).Business for the 21<sup>st</sup> Century, Irwin
2. A Guide to Opportunity-Investment guide of Bangladesh (2018), BIDA, Bangladesh