

NU Syllabus
Course Title: Introduction to Business
Course Code: 510101

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, and 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 21st Century, Irwin
2. A Guide to Opportunity-Investment guide of Bangladesh