



ALAGAPPA UNIVERSITY



(A State University Established by the Government of Tamil Nadu in 1985,
Accredited with A+ Grade by NAAC (CGPA 3.64) in the Third Cycle, Graded as Category-I
University and Granted Autonomy by MHRD-UGC, MHRD-NIRF 2020 Rank : 36, QS 2020 India Rank : 24)

KARAIKUDI - 630 003, Tamil Nadu, India

DEPARTMENT OF CORPORATE SECRETARYSHIP

Value Added Course

SETTING UP OF COMPANIES

Course Code : **CSVAC-06**
Duration : **30 Hours**
Session : **October - November 2021**

Course Coordinator
Dr. A. ANBAZHAGAN



COMPANY TO BE SET UP

LEARNING OUTCOMES :

- *Students would be able to create a basic business plan for a new company.*
- *Students can assist Successful implementation of strategic plans, efficient resource allocation, increased productivity, and financial stability.*
- *Students would be able to explain the role of marketing and sales in company formation and growth*

Course Code	SETTING UP OF COMPANIES	Credits: 5	Hours:30
OBJECTIVES	To enable the students <ul style="list-style-type: none"> • To understand the legal and regulatory framework for company formation. • To effectively manage and direct company operations towards achieving organizational goals and profitability. • To make to understand the importance of marketing and sales in company formation. • To enable students effectively manage the financial resources of the company. • To explore the challenges and opportunities of starting and growing businesses in the global marketplace. 		
UNIT I	Introduction to Company Setup - Definition and Types of Companies - Benefits and Risks of Starting a Company - Legal Requirements and Procedures for Company Registration - Choosing a Business Name and Logo - Creating a Business Plan.		
UNIT II	Directors and Company Management - Organizational Structure of a Company - Roles and Responsibilities of Directors and Officers - Shareholder Agreements and Share Issuance - Appointment and Removal of Directors - Board of Directors and their responsibilities - Company Secretary - Corporate governance.		
UNIT III	Business Operations and Marketing - Identifying Target Markets and Conducting - Market Research - - Sales and Distribution Channels - Operations Management and Logistics - Customer Service and Relationship Management		
UNIT IV	Company Finance and Accounting - Financing Options for Companies - Sources of finance: equity, debt, and hybrid financing - Financial Planning and Forecasting: balance sheet, budgeting -- Accounting principles and standards - Auditing and internal control - Taxation and Compliance.		
UNIT V	Growth and Expansion - Identifying Opportunities for Growth - Developing a Growth Strategy - Mergers and Acquisitions - Franchising and Licensing - International Expansion and Global Business Management.		

REFERENCES AND TEXTBOOKS:

- Company Law by Avtar Singh 2018.
- "The Companies Act, 2013" (Legal Requirements).
- "Financial Management for Small Business" by Jan R. Williams and Susan F. Haka