

Minor: Business Management

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Credit Distribution of The Course			Eligibility Criteria	Prerequisite(s) of the Course (if any)
	Lecture	Tutorial	Practical / Practice		
Business Management	4	0	0	10 + 2 from a recognized board in commerce stream	Nil

LEARNING OBJECTIVES (LO)

LO-1	To analyse and interpret different concepts of business. They will also gain insights into developing good business management quality.
LO-2	To provide knowledge of the environment in which businesses operate, the economic operational and financial framework, the business's cultural framework, and various government policies. The students will also gain insights into the impact of Technological aspects on the business.
LO-3	To emphasize on the procedural aspects of various forms of Business Organizations in India.

Course OUTCOMES (CO)

At the end of the course, a student will be able to –

CO-1	Evaluate outline various components of the Business Environment.
CO-2	Recognize, distinguish, paraphrase, and explain the impact of the business environment on business activities
CO-3	Apply the knowledge to analyse the current situation and take prudent decisions.
CO-4	Identify, distinguish, and present the various facts and uniqueness of any component of the business environment.
CO-5	Demonstrate an understanding of organizational change, technology, and knowledge management practices.
CO-6	Evaluate the phases for a manager at different stages for building and developing teams

Syllabus of [COMN111C]

Unit 1: Basics of Business Environment (15 lectures)

Introduction- Type of Environment- internal, external - micro and macro environment.

Objectives and limitations of environmental analysis;

Economic Environment: Nature of Economic Environment. Economic policies;

Social Environment: Nature and impact of culture on business - Cultural Adaptation, Shock, Transmission, Conformity, Traits, Religion, Language;

Demographic environment: Migration and Ethnic Aspects

Unit 2: Political, legal and Technological Environment (15 lectures)

Political and Legal Environment: Functions of state, economic roles of government, government and legal environment

Technological Environment: Innovation, sources of technological dynamics, time lags in Technology- Introduction/Absorption, IT revolution and Business Environment- ICT and Marketing and Transfer of Technology, * (Project on Status of technology in India)

Unit 3: Business Management (15 lectures)

Scope and Functions of the management, Concepts of Authority, Responsibility, and Accountability, Management by Objectives, Total Quality Management, Personal Qualities of an effective manager, Challenges for a Manager.

Unit 4: Business Development (15 lectures)

Team Management – Team building, Process of development of a team, managing team conflicts Organizational Change Management, Technology Management, Knowledge Management and Learning, Management practice in India (and other countries)

Text Book:

Suggestive Readings:

- Principle of Management by PC Tripathi, PN Reddy, and Ashish Bajpai- McGraw Hill Publications
- Bhat, S.K. (2009); Quality Management; Himalaya Publishing House Pvt. Ltd.
- Shelekar&Sherlekar (2000); Modern Business Organization and Management: Himalaya Publishing House.
- Y. K. Bhushan (2008) 18th Revised Edition; Business Organization and Management; Sultan Chand & Sons.
- Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.
- Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, New Delhi
- Concepts, Practice, and Cases of Management by Karminder Ghuman and K Aswathappa, McGraw Hill Publications

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