

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.Com.

Semester: I

BUSINESS MANAGEMENT AND ENVIRONMENT

Course Code: 18BC102

No. of Hours: 60

COURSE OBJECTIVES:

- The objective of this paper is to enable the students to understand and apply basic principles of Management
- To understand the behaviour of individuals, groups and organizations .
- To enable the students to understand the concepts of management.

LEARNING OUTCOMES:

- To apply conceptual learning skills in today's business environment
- To evaluate organisational decisions with consideration of ethical aspects of business
- Assess strength , weakness , opportunities and threats of the business environment

UNIT 1

Management:

14 HRS

Introduction – Meaning, nature and characteristics of Management-Functions of management, Principles of management, Functional areas of Management, Theories on management- modern and traditional management.

UNIT 2

Business Environment

14 HRS

Meaning- Scope and Characteristics of business environment—Factors affecting micro (suppliers, customers, labor, business associates, competitors and regulating agencies) and Macro environment (economic, political and government, socio cultural, natural demographic, technological and international) Environmental Study- Corporate culture in business organizations, Impact of culture on corporate life

UNIT 3

Introduction to Business Policies:

10 HRS

Meaning- Nature, Importance, Purpose and objectives. Types of business policies , Functional implementation of policies, Significance for economic policies and decisions in organizations

UNIT 4

Corporate Social Responsibility13 HRS

Introduction, Meaning and definition, Need for social responsibility of business, Factors determining social responsibility, Social responsibility of business towards different interest groups, Barriers to social responsibility, Balancing profits with social responsibilities, Social responsibility of business in India.

UNIT 5

Business ethics and values:

09 HRS

Meaning and importance of business ethics, Ethical issues in business, Corporate culture and ethical climate, Ethical decision making, Ethical principles.

Meaning of values, Types of values

SKILL DEVELOPMENT

- Identifying the different ways in which the managers adopt the functions of management in an organization.
- Study of the impact of corporate culture in individual lives.
- Study any 5 CSR activities conducted by the organizations
- Identifying the various business policies adapted by different organizations.
- To study the factors upon which the ethical decisions are made by the organizations.
- Case studies on Role models

BOOKS FOR REFERENCE

1. R.k.Sharma and Shashi K. Gupta - Principles of Management, Kalyani Publishers, 2012
2. Tripathi& Reddy- Principles of management, Tata Mc Graw Hill,2013

3. AzharKazmi- Business Policy, Tata Mc Graw Hill, 1996
4. AzharKazmi- Business Policy and Strategic Management, Tata Mc Graw Hill, 2006
5. K Aswathappa- Essentials of Business Environment, Himalaya Publishing House, 2004
6. R. Nanjundaiah& Dr. S Ramesh- Strategic Planning and Business Policy, Himalaya Publishing House, 2003