

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

Programme: B.Com LSM

Semester: I

BUSINESS MANAGEMENT AND ENVIRONMENT

Course Code: 18BL102

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 behavior 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 organizational decisions with consideration of ethical aspects of business
- Assess strength , weakness , opportunities and threats of the business environment

UNIT 1:

12 HRS

Management

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:

14 HRS

Business environment

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:

15 HRS

Introduction to business policies

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

UNIT 4:

13 HRS

Corporate social responsibility

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:

6 HRS

Business ethics and values

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.

BOOKS FOR REFERENCE:

1. R.k.Sharma and Shashi K. Gupta - Principles of Management, Kalyani Publishers, 2012
2. Tripathi & Reddy- Principles of management, Tata McGraw Hill, 2013
3. AzharKazmi- Business Policy, Tata McGraw Hill, 1996
4. AzharKazmi- Business Policy and Strategic Management, Tata McGraw 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