

Business Organisation and Management (70 Hours)

Course Code	Course Title	Credits	Type (T+P+Pj)
CCUBB1001	Business Organisation and Management	4	3+0+1

Course Objectives:

This course is designed

- Identify and describe the core principles underlying business establishment, organization, and expansion and analyze the factors influencing the size of business units and determine the concept of optimum size.
- Explain the elements and functions of management, including managerial roles, levels, and skills in the current business environment.
- Illustrate the planning process, including business forecasting, strategic planning, and decision-making and analyze organizational design, structure, and the distribution of authority.
- Investigate the role of change, innovation, and strategic decision-making in business growth and sustainability.
- Discuss the impact of technological advancements and competitive pressures on business strategies.

Course Outcomes:

After completion of the course students will be able:

CO1: Define key business concepts such as forms of business organization, principles of management, and strategic planning.

CO2: Use principles of planning and forecasting to develop business strategies and make informed decisions.

CO3: Evaluate different business models and organizational structures based on their suitability and effectiveness in various contexts.

CO4: Develop a strategic plan incorporating business forecasting, MBO, and decision-making processes for hypothetical business scenarios and propose solutions for enhancing business growth and sustainability in response to technological changes and competitive pressures.

CO5: Critically assess case studies on technological and competitive changes, such as the impact of COVID-19 on business models like hybrid and cloud kitchens.

Course Outcome to Program Outcome Mapping:

Course Outcomes (CO)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	2	2	2	1	1	2	1	2	2

CO2	3	3	2	2	2	2	1	2	3	1	2	2
CO3	3	3	2	3	3	2	1	2	3	1	2	2
CO4	3	3	3	3	3	3	2	3	3	2	3	3
CO5	3	3	3	3	3	2	2	3	3	2	3	3

***High-3, Medium-2, Low-1**

COURSE CONTENTS:

MODULE I

Business and its Establishment

Business; Social Responsibility of Business, Establishment of New Business; Principles of Organization; Size of Business Unit, Factors determining Size, Measurement of Size, Concept of Optimum size; Forms of Business Organization; Corporate Expansions; Preparation of Important Documents – MoU.

MODULE II

Management

Elements and Functions of management; Managerial roles, levels, and skills in current scenario, Recent Developments of Management Thought (Fayols 14 Principles of Management, Scientific Management Theory)

MODULE III

Planning, Organizing & Controlling

Planning Process, Business Forecasting, MBO, Strategic Planning; Decision-Making, Forecasting, Organizational Design and Organizational Structure, Power, and Distribution of Authority. Directing and Principle of Controlling, Process of Control and Types of Controls, Human Aspect of Controls.

MODULE IV

Business growth and Sustainability

Change, Context, Decision making, enterprise, innovation, strategies.

[Case study and Class discussion: Technological changes, Changes due competition, Situational Context, COVID online, Hybrid (Zomato, Cloud kitchen)]

Readings

- Y.K.Bhushan - Business organization and management - Sultan Chand
- R.K.Sharma and Shashi k Gupta : Industrial Organisation and Management - Kalyani Publications
- Sherlekar - Business Organisation and Management - Himalaya Publishers

- C.B.Gupta - Industrial Organisation and Management - Sultan Chand
- Harold Koontz Heinz Weihrich and A. Ramachandra Aryasri : Principles of management,McgrawHill
- CB.Gupta - Management Theory and practice, - Sultan Chand
- L.M. Prasad - Principles & Practice of Management, Sultan Chand
- Stephens Robbins - Management,Pearson Education 9. .V.S.P.Rao - Management Excel Books India

Articles

- "The Role of Corporate Social Responsibility in Business: A Review of Literature" Authors: Visser, W. Journal: Corporate Social Responsibility and Environmental Management
- "Business Strategy and Social Responsibility: Aligning Business Objectives with Social Goals" Authors: Porter, M.E., Kramer, M.R. Journal: Harvard Business Review
- "Henri Fayol's 14 Principles of Management: A Review" Authors: Al-Khalifa, K.N., Peterson, A. Journal: Journal of Management History
- "Scientific Management Theory and Its Modern Implications" Authors: Taylor, F.W. Journal: International Journal of Management Reviews
- "The Strategic Planning Process: Concepts and Case Studies" Authors: Mintzberg, H. Journal: Strategic Management Journal
- "Organizational Structure and Control: Balancing Authority and Accountability" Authors: Galbraith, J.R. Journal: Administrative Science Quarterly
- "Innovation Strategies for Business Growth and Sustainability" Authors: Christensen, C.M. Journal: California Management Review
- "Sustainable Business Models: Strategies for Adapting to Technological and Competitive Changes" Authors: Bocken, N.M.P., de Pauw, I., Bakker, C., van der Grinten, B. Journal: Journal of Cleaner Production
- "The Impact of COVID-19 on Business Models: A Case Study of the Food Delivery Industry" Authors: Pantano, E., Pizzi, G., Scarpi, D., and Dennis, C. Journal: Journal of Business Research
- "Technological Change and Competitive Dynamics in the Business Environment" Authors: Schilling, M.A. Journal: Strategic Management Journal