

St. Mira's College for Girls
(Autonomous-Affiliated to Savitribai Phule Pune University)
Course Type: Business Administration Major
Course Title: Introduction to Business Administration
Course Code: CMAJBA123111
Semester: I
Year: 2023-24

Unit 1, 2 : Skill Component _ Case Study of Business Organisations

Skill Component _ Functional Skills

RELIANCE INDUSTRIES (16/2023)
SUBJECT - INTRODUCTION OF
BUSINESS ADMINISTRATION
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CLASS - FY. BCOM
DIV - 'B'
ROLL NO - 3228

Reliance Retail - Reliance has opened multiple retail stores in various parts of the country like Reliance Fresh, Reliance Digital, & Reliance Fashion which allows customer to purchase goods from them.

Reliance Petroleum - Reliance Petroleum is one of the largest revenue makers for Reliance Industries which includes the generation of petrochemicals and natural gas that is supplied to various countries around the world. It also contributes to generating energy and power production for various industries.

Alok Industries - This is one of the largest textile industries in India that was acquired by Reliance Industries. It exports textiles to various countries in the world.

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Asst. Prof. Shanthi Fernandes
Subject Teacher



**Unit 3: Case Study on Environment Sustainability and Technological Environment
Skill Component Analytical Skills, Social Skills**

Question 1

Co-relate the environmental sustainable practices and technological advancements through a case study.

The Company who's case study I chose -> Nike
Waste Management, Productions and Recycling.

Recycling Policies by Nike

Reuse - A Shoe Program : Nike operates the Reuse - A - Shoe program, which collects old athletic shoes of any brand and grinds them down to create materials used in sport surfaces, such as basketball courts, tennis courts, and playgrounds. This program helps to divert used shoes from landfills and gives them a new life as valuable resources.

Nike Grind : Nike Grind is a material recovery program that collects and repurposes various materials including rubber, foam, and fabric scraps from Nike manufacturing processes. These materials are used to create new products, such as footwear, apparel and sports surfaces.



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