

Major
Title of the Course: Introduction to Business Administration

Semester: I	Credits: 4	Subject Code: CMAJBA123111	Lectures: 60
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Course Outcomes:
At the end of this course, the learner will be able to: <ul style="list-style-type: none"> ● CO1 - Relate to the concepts and social responsibilities of a business ● CO2 - Describe the process and forms of business organisations ● CO3 - Classify and explain the elements of business environment ● CO4 - Summarise the functional areas of business.

Unit 1: Introduction to Business	15
<ul style="list-style-type: none"> ● Meaning and Description of terms: Business, Administration, Management, Organization ● Objectives of Business ● Scope of Business ● Social Responsibilities of a Business: National Guidelines on Responsible Business Conduct, 2018 (NGRBC) ● Social Audit: Need for Social Audit ● Assignment: Assignment: Case Analysis of various Business Organisations on their objectives, social responsibilities, etc 	

Unit 2: Business Organisation	15
<ul style="list-style-type: none"> ● Business Organisation: Meaning and description, Stages of formation & establishment of a Firm in India, Factors influencing size of a Business, Factors influencing the location of a Business ● Forms of Business Organisations: Sole Proprietorship, Partnership Firms, Joint Stock Companies, Hindu Undivided Family Business, Limited Liability Partnership (LLP), One Person Company (OPC), Virtual Business Organizations, Section 8 Company ● Activity: Case Study ● Assignment: Case Analysis of various forms of Business Organisations 	

Unit 3: Business Environment	15
<ul style="list-style-type: none"> ● Business Environment: Elements: Internal, Micro and Macro Business Environment, PESTLE Analysis, Role of Government in promoting Business ● Sustainable Development: Sustainable Development Goals, Challenges to achieve Sustainable Development ● Assignment: Case Study 	



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Unit 4: Functional Areas of Business	15
<ul style="list-style-type: none"> • Financial Management: Objectives, Functions • Operations Management: Objectives, Functions • Human Resource Management: Objectives, Functions • Marketing Management: Objectives, Functions • Business Analytics: Concept and Need • Activity: Case Studies 	

Recommended Text Books:

- Aswathappa, K. *Essentials of Business Environment*, Himalaya Publishing House: Mumbai; 2023.
- Sharma, Rahul.&Agarwal, Nupur. *Business Organisation*. Thakur Publication: Lucknow; 2022.

Reference Books:

- Cherunilam, Francis. *Business Environment*, Himalaya Publishing House: Mumbai; 2021.
- Dr. Chavda, Virendra. *Fundamentals of Business Analytics*. Himalaya Publishing House: Mumbai; 2022.
- Sherlekar, S.A. &Sherlekar V.A. *Modern Business Organisation&Management:Systems Approach*, Himalaya Publishing House: Mumbai, 2021.

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