

Major
Title of the Course: Practices in Business Administration

Semester: II	Credits: 4	Subject Code: CMAJBA223111	Lectures: 60
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Course Outcomes:

At the end of this course, the learner will be able to:

- CO1 - Identify and explain the concept and significance of Business Policies
- CO2 - Describe the process of formulation and implementing Business Policies
- CO3 - Co-relate the concept and significance of Business Outsourcing
- CO4 - Classify and discuss the Business Outsourcing Processes
- CO5 - Categorise and explain various forms of Business Collaborations
- CO6 - Understand and summarise the objectives and functioning of Business Associations

Unit 1: Functional Policies: Formulation and Implementation

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- Steps in formulation and implementing Business Policies
- Components and Significance- Financial Policies, Human Resource Policies, Operations Policies, Marketing Policies, Research and Development Policy
- **Assignment: Case Study**

Unit 2: Business Outsourcing

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- Business Outsourcing: Advantages and Disadvantages, Business Process Outsourcing, Knowledge Process Outsourcing, Legal Process Outsourcing, Research Process Outsourcing, Tailored Outsourcing
- Employee Leasing Firms: Modus Operandi, Advantages, Challenges, Role of Gig Economy Freelancers, Moon Lighting: Need and Ethical Concerns
- **Assignment: Case Study on Business Outsourcing**

Unit 3: Business Collaborations

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- Business Collaborations- Concept and Need, Types
- Strategic Alliances- Advantages, Limitations
- Joint Ventures- Advantages, Limitations
- Consortiums- Advantages, Limitations
- Mergers and Acquisitions- Advantages, Limitations
- **Activity: Presentation of a Case Study**



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Unit 4: Business Associations	15
<ul style="list-style-type: none">● Objectives and functioning of: Federation of Indian Chambers of Commerce and Industry (FICCI), Indian Chamber of Commerce (ICC), Confederation of Indian Industry (CII), Associated Chambers of Commerce & Industry of India (ASSOCHAM), National Productivity Council (NPC), National Association of Software and Service Companies (NASSCOM)● Activity: Presentation of a Case Study	

Recommended Text Books:
<ul style="list-style-type: none">● Sharma, Rahul.&Agarwal, Nupur. <i>Business Organisation</i>. Thakur Publication: Lucknow; 2022.

Reference Books:
<ul style="list-style-type: none">● Dr. Sinha, Pradip Kumar. <i>Strategic Management</i>. NiraliPrakashan: Pune; 2022.● Rao, P. Subba. <i>Business Policy & Strategic Management: Text & Cases</i>. Himalaya Publishing House: Mumbai, 2020.● Sherlekar, S.A. &Sherlekar V.A. <i>Modern Business Organisation&Management:Systems Approach</i>, Himalaya Publishing House: Mumbai, 2021.

Websites:
<ul style="list-style-type: none">● www.ficci.in● www.indianchamber.org● www.cii.in● www.assochem.org● www.npcindia.gov.in● www.nasscom.in



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Chairperson (HoD)	Business Studies	Dr. Rama Venkat	

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