

Business Administration

Modern Business Administration: Current Status and Future Prospects (2015-2020)

Semester I

Subject Code: AC11508

Lectures (Lects.): 60

Objectives:

- To introduce the important concepts related to Business Administration
- To highlight the significance of various factors affecting business and its performance
- To progress towards Sustainable Development

1: Business Organization

12

Lects.

- Meaning and Description of terms:
 - Business
 - Administration
 - Management
 - Organization
- Interrelationship between Administration, Management and Organization
- Principles of Organisation
- Objectives of Business
 - Classification of Business Objectives
 - Wealth Maximisation
- Role of Profit in business
- Social Responsibilities of Business
- Social Audit:
 - Meaning
 - Social Audit in India
- Characteristics of Successful Businessmen

2: Business Unit

12

Lects.

- Business Unit:
 - Meaning and description
 - Factors influencing size of Business Unit
 - Factors to be considered in setting a Business Organisation
 - Factors influencing the location of a Business Unit
 - Forms of Business Organisations



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3: Business Environment

14 Lects.

- Business Environment:
 - Meaning
 - Elements -Economic, Social, Legal (with special emphasis on Consumer Protection Act, 1986 and Environment Protection Act] Cultural, Educational, Political, Technological and Natural
- Role of Government in promoting Business:
 - Regulatory
 - Promotional
 - Entrepreneurial
 - Planning
- Sustainable Development:
 - Kyoto Protocol[Role of Business Units in Environment Protection]
 - The Bali Roadmap: Major Provisions

4: Business Forecasting and Control:

10 Lects.

- Business Forecasting:
 - Meaning and Definition
 - Advantages and Disadvantages of Forecasting
 - Kinds of forecasting
- Business Control:
 - Concept
 - Process
 - Areas
 - Techniques
- Data Base Management:
 - Concept
 - Components :
 - Data Warehousing
 - Data Mining

Case Studies
Group Discussions
Project Work
Guest Lectures

12 Lects.



Reference Books:

- 1) Aswathappa. K. (1985). "Essentials of Business Administration" 1st Ed, Bombay, Himalaya Publishing House.
- 2) Ramesh M.S. (1985). "Principles & Practice of Modern Business Organization, Administration and Management" 1st Ed, Hyderabad, Kalyani Publishers.

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- 3) Dr. Saksena S.C. (2005). "Business Administration and Management" revised and enlarged Ed, Agra, Sahitya Bhavan Publication.
- 4) Sherlekar S.A. (1983). "Principles of Business Management" 3rd Ed, Bombay, Himalaya Publishing House.
- 5) Appley Robert.C. (1994). "Modern Business Administration" 6th Ed, New Delhi, Macmillan India Ltd.
- 6) Basu C.R. (1998). "Business Organization and Management" 1st Ed, New Delhi, Tata McGraw - Hill Publishing Company Limited.
- 7) Cherunilam. Francis (2000). "Business Environment" 11th Ed, Mumbai, Himalaya Publishing House.
- 8) Singh Amrita. (2002). "Principles and practices of Management" 3rd Ed, Pune, Everest Publishing House.
- 10) Bharucha Erach. "Environmental Studies" Universities Press, India
- 11) Berman Barry & Evans Joel R. (2006). "Retail Management: A Strategic Approach" 10th Ed., New Delhi, Prentice-Hall of India Pvt. Ltd.
- 12) K. Aswathappa (2013). "Essentials of Business Environment" 11th Ed., Himalaya Publishing House.

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Business Administration

Modern Business Administration- Current Status and Future Prospects (2015-2020)

Semester II

Subject Code: AC21508

Lectures (Lects.): 60

Objectives:

- To help students gain information about important issues related to Modern Business Administration
- To familiarize students with recent trends and competitive practices in the field of business

1: Productivity

08

Lects.

- Productivity:
 - Meaning
 - Measurement of Productivity
 - Factors affecting Productivity
 - Gains of Productivity
 - Measures to boost Productivity
 - Role played by National Productivity Council
 - A comparative study of Productivity in developing and developed countries

2: Industrial Sickness

10

Lects.

- Industrial Sickness:
 - Meaning
 - Symptoms
 - Causes
 - Consequences
 - Measures of Preventing Industrial Sickness by a Business Unit
 - Services provided by Merchant Bankers to revive Sick Units
 - Role of Sick Industries Control Act in preventing Industrial Sickness



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3: The Upcoming Business Formats

14

Lects.

- Joint Ventures:
 - Meaning and Definitions
 - Features
 - Advantages
 - Disadvantages
- Multinational Corporations:
 - Meaning and Definitions
 - Factors responsible for growth of MNCs
 - Importance
 - Challenges for MNCs
- Business Outsourcing Units:
 - Concept
 - BPOs, KPOs and LPOs
 - Types of BPOs
 - Advantages and disadvantages of Business Outsourcing
- Employee Leasing Firms:
 - Concept
 - Modus operandi
 - Advantages
 - Challenges

4: Competitive Practices in Business

16

Lects.

- Virtual Business:
 - Meaning
 - Functional Areas
 - Advantages
 - Challenges
- E-commerce:
 - Meaning and Definitions
 - Modes:
 - Business to Business
 - Business to Customers
 - Consumer to Consumer
 - Importance
- Enterprise Resource Planning:
 - Concept
 - Process
 - Significance



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- Total Productive Maintenance:
 - Concept
 - Working Principles
 - Advantages
 - Limitations
- Value Engineering:
 - Concept
 - Working Principles
 - Advantages
 - Limitations
- Total Waste Reduction:
 - Concept
 - Just -in- time
 - Applicability

Case Studies

12 Lects.

Group Discussions

Project Work

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- 2) Appley Robert.C. (1994). "Modern Business Administration" 6th Ed, New Delhi, Macmillan India Ltd.
- 3) Cherunilam. Francis (2000). "Business Environment" 11th Ed, Mumbai, Himalaya Publishing House.
- 4) Singh Amrita. (2002). "Principles and practices of Management" 3rd Ed, Pune, Everest Publishing House.
- 5) Seth Dinesh & Rastogi Subhash, (). "Global Management Solutions Demystified" 2nd ed., Cengage Learning.
- 6) K. Aswathappa (2013). "Essentials of Business Environment" 11th Ed., Himalaya Publishing House

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