



Business Administration
Modern Business Administration: Current Status and Future Prospects
[General Elective]

Semester: I	Credits: 3	Subject Code: AC12008	Lectures: 48
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Course Outcomes:

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

- Identify and explain the concepts of business, its role and responsibilities
- Describe the process of starting a business and give examples of various forms of Business Organisations
- Recognize various elements of Business Environment and analyse how they impact each other
- Demonstrate knowledge acquired in developing sensitivity towards the Society and Environment
- Summarise the methods of Forecasting, techniques of Business Control and components of Database Management

Unit 1: Business Organization	12
<ul style="list-style-type: none">• Meaning and Description of terms:<ul style="list-style-type: none">○ Business○ Administration○ Management○ Organization• Scope of Business• Interrelationship between Administration, Management and Organization• Principles of Organisation• Objectives of Business<ul style="list-style-type: none">○ Classification of Business Objectives○ Wealth Maximisation• Role of Profit in business• Social Responsibilities of Business:<ul style="list-style-type: none">○ National Guidelines on Responsible Business Conduct, 2018 (NGRBC)• Social Audit:<ul style="list-style-type: none">○ Meaning○ Social Audit in India	

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Unit 2: Business Unit	12
<ul style="list-style-type: none"> • Business Unit: <ul style="list-style-type: none"> ○ Meaning and description ○ Factors influencing size of Business Unit ○ Process of starting a Business in India ○ Factors influencing the location of a Business Unit • Forms of Business Organisations 	

Unit 3: Business Environment	12
<ul style="list-style-type: none"> • Business Environment: <ul style="list-style-type: none"> ○ Meaning • Elements -Economic, Social, Legal (with special emphasis on Environment Protection Act-1986, Cultural, Educational, Political, Technological-Innovative Technology for E-education and Natural Environment • Role of Government in promoting Business: <ul style="list-style-type: none"> ○ Regulatory ○ Promotional ○ Entrepreneurial ○ Planning • Sustainable Development: <ul style="list-style-type: none"> ○ Concept ○ Sustainable Development Goals ○ Challenges to achieve Sustainable Development ○ Environmental, Social and Corporate Governance: Environmental Impact Statement (EIS) - Concept and Stages of Environmental Impact Assessment Corporate Environmental Responsibility (CER) – Concept, CER Categorisation Matrix, Developing the Sustainable Corporate Environmental Responsibility (CER) Path 	

Unit 4: Business Forecasting and Control	12
<ul style="list-style-type: none"> • Business Forecasting: <ul style="list-style-type: none"> ○ Meaning and Definition ○ Advantages and Disadvantages of Forecasting ○ Kinds of Forecasting • Business Control: <ul style="list-style-type: none"> ○ Concept ○ Process ○ Areas ○ Techniques • Database Management: <ul style="list-style-type: none"> ○ Concept ○ Components: Data Warehousing and Data Mining: Data-driven 	

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decision making

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

Recommended Basic Reading:

- Dr. Deshmukh Prasanna G., Dr. Hiremath Saroj and Wagh Yogesh. *Business Administration*. Nirali Prakashan: Pune; 2014.

Recommended Reference Books:

- Aswathappa, K. *Essentials of Business Administration*. Himalaya Publishing House: Bombay; 1985.
- Ramesh M.S. *Principles & Practice of Modern Business Organization, Administration and Management*. Kalyani Publishers: Hyderabad; 1985.
- Dr. Saksena S.C. *Business Administration and Management*. Sahitya Bhavan Publication: Agra; 2005.
- Sherlekar S.A. *Principles of Business Management*. Himalaya Publishing House: Bombay; 1983.
- Appley Robert C. *Modern Business Administration*. Macmillan India Ltd.: New Delhi; 1994.
- Basu C.R. *Business Organization and Management*. Tata McGraw - Hill Publishing Company Limited: New Delhi; 1998.
- Cherunilam Francis. *Business Environment*. Himalaya Publishing House: Mumbai; 2000.
- Singh Amrita. *Principles and practices of Management*. Everest Publishing House: Pune; 2002.
- K. Aswathappa. *Essentials of Business Environment*. Himalaya Publishing House: Mumbai; 2013.

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Business Administration
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Semester: II	Credits: 3	Subject Code: AC22008	Lectures: 48
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Course Outcomes:

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

- Describe the factors, importance and measures to boost Productivity
- Analyse the causes and impact of Sick Business Units with recent examples
- Identify and recall the examples of the Global Business Formats
- Relate the concepts of Artificial Intelligence, Machine Learning and Deep Learning
- Summarise the role of Artificial Intelligence in gaining competitive advantage

Unit 1: Productivity	08
<ul style="list-style-type: none"> • Productivity: <ul style="list-style-type: none"> ○ Meaning ○ Measurement of Productivity ○ Factors affecting Productivity: Impact of Industry 4.0 on Productivity ○ Gains of Productivity ○ Measures to boost Productivity ○ Role played by National Productivity Council 	
Unit 2: Industrial Sickness	12
<ul style="list-style-type: none"> • Industrial Sickness: <ul style="list-style-type: none"> ○ Meaning ○ Symptoms ○ Causes: Impact of COVID-19 ○ 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 	
Unit 3: Global Business Formats	14
<ul style="list-style-type: none"> • Joint Ventures: <ul style="list-style-type: none"> ○ Meaning and Definitions ○ Features • Multinational Corporations: <ul style="list-style-type: none"> ○ Meaning and Definitions ○ Importance ○ Challenges for MNCs: Changing Social Contracts 	

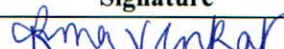
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<ul style="list-style-type: none"> • Business Outsourcing Units: <ul style="list-style-type: none"> ○ Concept ○ BPOs, KPOs, LPOs and Research Process Outsourcing ○ Tailored Outsourcing ○ Social Media as a Customer Service Channel ○ Up Skilling ○ Types of BPOs ○ Advantages and disadvantages of Business Outsourcing • Employee Leasing Firms: <ul style="list-style-type: none"> ○ Modus operandi ○ Role of Gig Economy Freelancers ○ Advantages ○ Challenges • Virtual Business and E-commerce: <ul style="list-style-type: none"> ○ Concept and Meaning ○ Functional Areas: Work from Home ○ Importance ○ Challenges 	
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<p>Unit 4: Competitive Practices in Business</p>	<p>14</p>
<ul style="list-style-type: none"> • Artificial Intelligence (AI), Machine Learning (ML), Deep Learning (DL), Internet of Things, Big Data and Cloud Storage: Concept • Impact of AI in Business growth: <ul style="list-style-type: none"> ○ Business Process Automation ○ Cognitive Insight through Data Analysis ○ Cognitive Engagement: Engaging with Customers and Employees • AI in ERP Software: Benefits • Role of AI in improving Cloud Computing • Impact of AI on the future of Drones and 3D Cameras: <ul style="list-style-type: none"> ○ Role of Government Policy • AI Chatbots and Virtual Assistants in Learning • Role of AI in Predictive Maintenance • AI and Total Waste Reduction: <ul style="list-style-type: none"> ○ AI in Supply Chain Management Cycles ○ Use of AI in Smart Waste Management and Recycling ○ Identifying and using Coworking Spaces • Ethical implications of AI on HR Professionals • AI in the development of Public Infrastructure: <ul style="list-style-type: none"> ○ Healthcare ○ Smart Mobility: Transportation and Logistics ○ Agriculture ○ Energy ○ Smart Cities ○ Education and Skilling 	

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Recommended Basic Reading:

- Dr. Deshmukh Prasanna G., Dr. Hiremath Saroj and Wagh Yogesh. *Business Administration*. Nirali Prakashan: Pune; 2014.
- Paatil Subangi, Taru Archana and Mandlik Chitra. *Artificial Intelligence*. Vision Publications: Pune; 2019.

Recommended Reference Books:

- Dr. Kelkar Bhooshan, Mone Kaustubh R. and Kelkar Vyom. *Future Tense? (An Introduction to "Industry 4.0")*. Neuflex Talent Solutions: Pune; 2019.

Journals:

- CMA, Dr. Kolay Mohit Kumar (2019). *AI and its ever-expanding Horizon*, The Management Accountant. Volume 54, No. 3, Pages 26-32.
- CMA Shah Joy M. (2019), *Artificial Intelligence in Project Management*, The Management Accountant. Volume 54, No. 3, Pages 34-37.
- CMA Narayana Krish (2019), *Redrawing the Healthcare Landscape: the facets of AI and Robotics*, The Management Accountant. Volume 54, No. 3, Pages 38-41.
- CMA Dr. Melwani Rekha (2019), *AI: A driving force for Industry 4.0*, The Management Accountant. Volume 54, No. 3, Pages 42-45.
- CMA Pradhan Suraj Kumar (2019), *Decoding AI*, The Management Accountant. Volume 54, No. 3, Pages 46-50.
- CMA Yuvaraj H. (2019), *AI: An emerging trend of Technology*, The Management Accountant. Volume 54, No. 3, Pages 51-54.
- CMA Hinge Deepa (2019), *AI in powered Banking Sector*, The Management Accountant. Volume 54, No. 3, Pages 55-57.
- Dr. Moinoddin Mohammad Khaja (2019), *AI in Banking Sector-a study*, The Management Accountant. Volume 54, No. 3, Pages 58-61.
- CMA Kumar Vitin (2019), *AI: Leveraging Technology in enhancing overall Business decision making process*, The Management Accountant. Volume 54, No. 3, Pages 62-64.

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Chairperson (HoD)	Dr. Rama Venkatachalam	<i>Rama Venkatachalam</i> 15/6/20
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Faculty	Dr. Dimple Buche	<i>Dimple Buche</i> 15/6/20
Faculty	Ms. Rajni Singh	<i>Rajni Singh</i> 15/6/20
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VC Nominee	Dr. Shubhangi Joshi	<i>Shubhangi Joshi</i> 15/6/20
Industry Expert	Mr. Sanjay Kulkarni	<i>Sanjay Kulkarni</i> 15/6/20
Alumni	Ms. Shivani Sinha	<i>Shivani Sinha</i> 15/6/20
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