

A. To ensure in-depth understanding and skill development in the chosen domain, students must continue with the same domain electives in both the V and VI Semesters.

SEMESTER-I

COURSE 1: BUSINESS ORGANIZATION AND MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Acquire conceptual knowledge of business and the formation of various business organizations;
- Provide insights into mergers, acquisitions, CSR practices and quality management concepts ;
- Develop understanding of key management functions;
- Understand motivation and leadership theories; and
- Understand line and staff relationships and gain insights into the control process.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Identify and differentiate various forms of business organisations including P4 models and franchising systems.

CO2: Analyse the impact of business environment factors like mergers, acquisitions, and CSR on organisational sustainability.

CO3: Demonstrate knowledge of key managerial functions including planning, delegation, decision-making, and organisational structure.

CO4: Apply motivation and leadership theories to workplace scenarios and assess their implications on employee performance.

CO5: Develop foundational skills in business analysis using tools such as SWOT, TQM, and quality circles.

SYLLABUS

Unit I: Business: Forms of Business Organization - Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company, Public-Private- People-Partnership Model (P4), Franchising, Business Chains.

Unit II: Business Environment:

Mergers and Acquisitions- Business Takeovers- Corporate Social Responsibility (CSR)- examples with reference to AP state, Concept of Quality- Total Quality Management (TQM)- 6 Sigma. Kizen, Quality Circles.

Unit III: Management:

Functions of Management- planning- SWOT analysis – Short-term & Long-term Planning- Decision Making- Delegation of authority- Decentralisation- Departmentation.

Unit IV: Motivation:

Maslow's Need Hierarchy Theory- Theory X and Theory Y -McClelland's Need for Achievement Theory- Leadership concept- Styles of Leadership -Theories of leadership: Traits theory, Behavioural Leadership Theory, **Situational Leadership Theory**.

Unit V: Staffing

Line and staff relationship - Control: meaning and importance- process of control-control techniques- budgetary control.

Activities:

- Assignment on business organizations and modern business.
- Group Discussion on factors that influence plantlocation
- Seminars on different topics related to Business organization
- Case studies of successful corporate/business heroes.

Reference Books:

1. Gupta, C. B. (2014). *Business organisation*. Mayur Publication.
2. Singh, B. P., & Chhabra, T. N. (2014). *An introduction to business organisation & management*. Kitab Mahal.
3. Sherlekar, S. A., & Sherlekar, V. S. (2000). *Modern business organization & management: Systems approach*. Himalaya Publishing House.
4. Bhushan, Y. K. (Year Unknown). *Business organization*. Sultan Chand & Sons. *(Please insert the year if available.)*
5. Prakash, J. (Year Unknown). *Business organisation and management* (Hindi and English ed.). Kitab Mahal Publishers