Business Administration

Modern Business Administration: Current Status and Future Prospects

[General Elective]

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

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**

- Meaning and Description of terms:
  - Business
  - Administration
  - Management
  - Organization
- Scope of Business
- 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:
  - National Guidelines on Responsible Business Conduct, 2018 (NGRBC)
- Social Audit:
  - Meaning
  - Social Audit in India

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Unit 2: Business Unit	12

- Business Unit:
    - 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

- Business Environment:
    - 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:
    - Regulatory
    - Promotional
    - Entrepreneurial
    - Planning
- Sustainable Development:
    - 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

- Business Forecasting:
    - Meaning and Definition
    - Advantages and Disadvantages of Forecasting
    - Kinds of Forecasting
- Business Control:
    - Concept
    - Process
    - Areas
    - Techniques
- Database Management:
    - 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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[General Elective]

Semester: II	Credits: 3	Subject Code: AC22008	Lectures: 48

Course Outcomes:
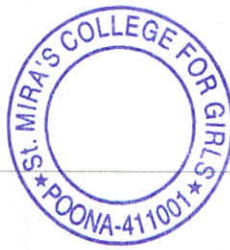
At the end of this course, the learner will be able to:
- Describe the factors, importance and measures to boost Productivity
- Analyse the causes and impact of Sick Business Units with recent examples
- Identify and recall the examples of the Global Business Formats
- Relate the concepts of Artificial Intelligence, Machine Learning and Deep Learning
- Summarise the role of Artificial Intelligence in gaining competitive advantage

Unit 1: Productivity	08

- Productivity:
    - 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

- Industrial Sickness:
    - 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

- Joint Ventures:
    - Meaning and Definitions
    - Features
- Multinational Corporations:
    - Meaning and Definitions
    - Importance
    - Challenges for MNCs: Changing Social Contracts

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- Business Outsourcing Units:
  - 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:
  - Modus operandi
  - Role of Gig Economy Freelancers
  - Advantages
  - Challenges
- Virtual Business and E-commerce:
  - Concept and Meaning
  - Functional Areas: Work from Home
  - Importance
  - Challenges

Unit 4: Competitive Practices in Business	**14**

- Artificial Intelligence (AI), Machine Learning (ML), Deep Learning (DL), Internet of Things, Big Data and Cloud Storage: Concept
- Impact of AI in Business growth:
  - 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:
  - Role of Government Policy
- AI Chatbots and Virtual Assistants in Learning
- Role of AI in Predictive Maintenance
- AI and Total Waste Reduction:
  - 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:
  - 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), *AIin 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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