



Lesson Plan

Program: BBA **Semester:** 1 **Course Code:** BBA106 **Course Name:** Business Organization and ethics.

Course Objectives: This course familiarizes the student with the basics of ethics in business.

CO1: Develop understanding of Business Ethics concepts and its importance in business
CO2: Explain principles and functions of Work life in Indian Philosophy and its implemented in the Organisation
CO3: Develop understanding of Ethics & Corporate Excellence & Gandhian Philosophy and apply it in organization
CO4: Analyze the concept of Corporate Social Responsibility and its importance in business

Participants: BBA 1ST YEAR

Entry level knowledge and skills of students

- i. Basic knowledge of Concept of HR and ethics
- ii. Human skills like Empathy, team work, leadership

Equipment required in Classroom/ Laboratory/ Workshop

- i. Computer / Projector
- ii. Smart Board / White Board / Marker

Assessment Schemes

S. No.	Criteria	Marks (100)
1	CCSU End Term Examination	75
2	Internal Evaluation Scheme	25
2(a)	Teacher Assessment (Continuous Evaluation) (Any 2 & attendance)	20
2(a)(i)	Assignment I	10
2(a)(ii)	Assignment II	10
2(a)(iii)	Attendance (compulsory)	5

Course Outcomes (starting with action-oriented observable and measurable verb)

(CO1): To define Business, its classification and Business Organization meaning characteristics, its scope, evolution.

(CO2): To state the establishment of new business unit, feature, size and determinants business unit.

(CO3): To understand various forms of Business Organization.

(CO4): An overview of Business ethics and corporate excellence in an organization.



(CO5): To examine business and society changing concept and analyze social responsibility of a business.

L. N o.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit -1							
1.	Meaning and definition of business essentials	Business definition, characteristics		Lecture/PPT	1		
2.	Scope of Business and classification of business activities	Scope and Classification of business 1-Industry 2-Trade and commerce		Lecture/ppt/ white board and marker	1		
3.	Meaning and definition of Business organization	Introduction of Business Organization		Lecture/ppt	1		
4.	Characteristics of Business organization	Characteristics of Business Organization		Lecture/ppt	1		
5.	Objective of Business organization	Objectives of Business organization		Lecture/ppt	1		
6.	Evolution of Business Organization	Evolution of Business organization		Lecture/ppt	1		
7.	Modern businesses	Old concept v/s new concept of Business		Lecture/ppt	1		
8.	Business and profession	Introduction to Profession and characteristics of profession		Lecture/ppt	1		
9.	Revision class	Quick revision covering all the topics of first unit		Lecture/ppt/white board and marker	1		
Unit - 2							
10.	Business Unit	Introduction to Business unit		Lecture/ppt	2		
11.	Establishing a new Business Unit	Establishing new business unit		Lecture/ppt	2		
12.	Meaning of	Promotion		Lecture/ppt	2		



	promotion	introduction					
13.	Features of Business	Features of Business		Lecture/ppt	2		
14.	Size of Business unit	Factors affecting Size of Business unit		Lecture/ppt	2		
15.	Determinant of establishing new Business unit	Determinants of establishing new business unit, plant layout and its types		Lecture/ppt	2		
16.	Revision class and doubt session	Revision		Lecture/ppt	2		
17.	Presentation of students	Complete unit		Lecture/ppt	2		
Unit - 3							
18.	Business Organization	Introduction to Business Organization and it's characteristics		Lecture/ppt	3		
19.	Forms of Business Organization	Forms of Business Organization		Lecture/ppt	3		
20.	Sole proprietorship	Defination, characteristics , of sole proprietorship		Lecture/ppt	3		
21.	Sole proprietorship	Advantage and disadvantages of sole proprietorship		Lecture/ppt	3		
22.	Partnership Organization	Meaning characteristics and advantages, disadvantages		Lecture/ppt	3		
23.	Joint stock company	Meaning, characteristics, advantages and disadvantages		Lecture/ppt	3		
24.	Cooperatives	Meaning, characteristics, advantages and disadvantages		Lecture/ppt	3		
25.	Revision	Revision and doubt session			3		
Unit - 4							
26.	Introduction to business ethics	An overview of Business Ethics,		Lecture/ppt	4		



		nature and concept						
27.	Evolving ethical values	Ethical values -Business ethics in 60's - Major events in 70's and 80's -The 90's and environmentalism -The online realm in 2000+		Lecture/ppt	4			
28.	Arguments against Business ethics	Arguments against Business ethics		Lecture/ppt	4			
29.	Relationship between ethics and corporate excellence	Introduction to corporate excellence and ethics and their relationship		Lecture/ppt	4			
30.	Corporate mission statement	Introduction to corporate mission statement		Lecture/ppt	4			
31.	Code of ethics	Introduction to code of ethics and guidelines for developing code of ethics		Lecture/ppt	4			
32.	Organization culture	Introduction to Organization culture and elements of Organizational culture		Lecture/ppt	4			
33.	Revision	Revision and doubt session			4			
Unit - 5								
34.	Business and society changing concept	Define Business and society and changing concept		Lecture/ppt	5			
35.	Objectives of Business	Objectives of Business		Lecture/ppt	5			
36.	Professionalization	Professionalization		Lecture/ppt	5			
37.	Business ethics	Define Business ethics		Lecture/ppt	5			
38.	Gandhian Philosophy	Philosophy		Lecture/ppt	5			
39.	Organizational	Organizational		Lecture/ppt	5			



	culture	culture						
40.	Technology development and social change	Technology development and social change		Lecture/ppt	5			
41.	Social Responsibility of Business and social audit	Social Responsibility of Business and social audit		Lecture/ppt	5			
42.	Revision	Revision and doubt session		PPT	5			

Text Books: Suggested Readings

1. Koltar Philip; Marketing Management
2. Stanton, Etzel Walker; Fundamentals of Marketing
3. Saxena Rajan; Marketing Management
4. Chottorjee S.K. Business Organization
5. Jagdish Prakash Business Organization and Management
6. Om Prakash Business Organization

Reference Books:

- Business organization - Vrinda Publication, Om Prakash Publication, Anand Publication
- Business ethics – Vikas Publishing house, Pearson, Dr. S Sankaran

Journals:

- **Journal of Business Ethics** – Special issue on impact investing-critical examinations of motivations, processes and result
- **Journal of Business organization** – From organization to organization: on creating value

Electronic Database:

- Special issue on impact investing-critical examinations of motivations , processes and result
<https://link.springer.com/journal/10551/volumes-and-issues>
- From organization to organization: on creating value
<https://www.jstor.org/stable/29789681>