



Institute: Symbiosis School for Liberal Arts

Course Name: Business Studies (Major/Minor)

Introduction:

Symbiosis School for Liberal Arts offers Business Studies as a major or minor subject that can be taken up by students during their time here. The Business Studies major consists of ten papers whereas the Business Studies minor consists of the first six papers.

These are:

1. Organisational Communication and Decision Making
2. Principles of Management and Contemporary Issues in Business and Management
3. Financial Management
4. Human Resource Management
5. Marketing Management
6. Production/Operation Management
7. Organisational Behaviour
8. Information Technology for Management
9. Accounting
10. Ethics and Corporate Social Responsibility



Name of Institute: Symbiosis School for Liberal Arts

Course Name: Business Studies Major/Minor Paper 1- Organisational Communication and Decision Making

(UG/PG): UG, Semester 3

Number of Credits: 4 (60 Hrs)

Level: 2

Course Description:

This course describes the concepts and practises of effective business communication, and discusses various cases based on the concepts of organisational communication. It also provides an introduction to decision making, and its theories and perspectives.

The sub topics that it covers include introduction to communication, barriers, verbal, nonverbal communication, theories, and strategies of organisational communication, and introduction to decision making.



Name of Institute: Symbiosis School for Liberal Arts

Course Name: Business Studies Major/Minor Paper 2- Principles of Management and Contemporary Issues in Business and Management

(UG/PG): UG, Semester 4

Number of Credits: 4 (60 Hrs)

Level: 3

Course Description:

This course provides a cohesive understanding and application of the foundational questions, ideas, and debate that shape the development of management thought as well as the voices and perspectives. Other concepts that it covers include the differences between modern and traditional organisational structures. It also sketches out the different ideas and thoughts on how managerial power is constructed and negotiated in organised human interactions.



Name of Institute: Symbiosis School for Liberal Arts

Course Name and Code: Business Studies Major/Minor Paper 3- Financial Management

(UG/PG): UG, Semester 5

Number of Credits: 4 (60 Hrs)

Level: 3

Course description:

The knowledge of financial principles is advantageous to managers in practically every business discipline. This course provides an introduction to the theory, the methods, and the concerns of business finance. The basic concepts of the time value of money, valuation and rates of return, cost of capital, and the capital budgeting are covered. Students will learn about how capital markets function, about different types of securities and financing instruments that exist, and about how one manages cash flow risk management, leverage, forecasting. The analysis of financial statements and ratios are given particular attention. At the end of the course, the students are expected to be able to demonstrate basic financial math skills, and develop a strong foundation for financial management concepts. The course will be taught via regular and guest lectures. There will be in-class readings and discussions, alongside film screenings, presentations, and analysis of case studies.



Name of Institute: Symbiosis School for Liberal Arts

Course Name: Business Studies Major/Minor Paper 4- Human Resource Management

(UG/PG): UG, Semester 6

Number of Credits: 4 (60 Hrs)

Level: 3

Course Description:

This course discusses basic human resources concepts including, recruitment and staffing, employee relation, performance assessment, learning and development, and strategic planning for human resources development. Using audiovisuals and presentations, the course also discusses the workings of labour unions, international firms, diversity, HR business diversity. Finally, this course provides computation and planning of the Human Resources needs of an organisation, and enables students to understand an end-to-end process of Human Resource Management, for small and large organisations.



Name of Institute: Symbiosis School for Liberal Arts

Course Name: Business Studies Major/Minor Paper 5- Marketing Management

(UG/PG): UG, Semester 7

Number of Credits: 4 (60 Hrs)

Level: 3

Course Description:

This course is designed to provide an evolutionary overview of marketing strategies, and critically evaluate why nations and organisations are still evolving in terms of their marketing orientation, and understand how an organisation can benefit from creating and delivering value to their stakeholders. Students will also be able to critically describe and evaluate the marketing philosophy, practices, and plans, of both Indian and international organisations. Through landmark case studies, it will also teach students how to critique and interpret different marketing decisions of current brands, with special reference to their segmentation, targeting, branding, pricing, physical distribution, and promotion.



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Course Name: Business Studies Major - Minor Paper 6: Production/Operation Management

(UG/PG): UG, Semester 8

Number of Credits: 4 (60 Hrs)

Level: 4

Course Description:

This course analyses, compares, and contrasts, the concepts of production management through its various operational aspects. It discusses the different aspects of effective operational efficiency. Through practical visits to various organisations, this course concentrates on actual production processes, and illustrates and examines the various planning, organising, and controlling aspects of operations management.



Name of Institute: Symbiosis School for Liberal Arts

Course Name: Business Studies Major Paper 7- Organisational Behaviour

(UG/PG): UG, Semester 5

Number of Credits: 4 (60 Hrs)

Level: 3

Course Description:

This is a foundational course to develop conceptual understanding about individual and group behaviour in organisations. It covers a range of theories and applications dealing with topics, such as perception, motivation, decision making, team dynamics, negotiation, conflict management, organisational culture, etc. This course helps to develop conceptual understanding of theories, interpret leadership concepts, demonstrate ethical implications of decision making, and capitalising on the benefits of multiculturalism.

The two major units covered in this course are an 'Introduction to the Field of Organisational Behaviour', and 'Managing Demographic and Cultural Diversities'.



Name of Institute: Symbiosis School for Liberal Arts

Course Name: Business Studies Major Paper 8- Information Technology for Management

(UG/PG): UG, Semester 6

Number of Credits: 4 (60 Hrs)

Level: 4

Course Description:

Information Technology in contemporary firms clearly assumes a strategic proportion, and has the power to transform businesses, disrupt existing business models, and provide a competitive edge. Hence, this course brings together IT elements of strategy formulation, marketing, and operations management. The course will focus not on the technology itself, but on the use of technology by managers. Moreover, it covers the broader amalgamated concepts of IT and business strategy, how to analyse and plan the IT needs of an organisation, how information technology can be deployed as a tool for competitive advantage, and the laws pertaining to the use of IT.



Name of Institute: Symbiosis School for Liberal Arts

Course Name: Business Studies Major Paper 9- Accounting

(UG/PG): UG, Semester 7

Number of Credits: 4 (60 Hrs)

Level: 3

Course Description:

This course concentrates on providing conceptual framework for identifying and resolving accounting issues faced by managers. By introducing Generally Accepted Accounting Principles (GAAP), it teaches interpretation of balance sheets, income statements, and cash flow statements. Over and above the practical aspect, this course also provides a clear understanding of internal control as the operation of accounting information.



Name of Institute: Symbiosis School for Liberal Arts

Course Name: Business Studies Major Paper 10- Ethics and Corporate Social Responsibility

(UG/PG): UG, Semester 8

Number of Credits: 4 (60 Hrs)

Level: 4

Course Description:

This course is designed to introduce students to the importance of ethics and social responsibility in business. The course instils the spirit of CSR within the students, even though it is followed only by a few large companies with international holding, and is often done out of a spirit of policy being implemented, rather than being committed to social good. The ultimate intent of the course is to leave students better equipped to identify corporate initiatives in social responsibility, and to think critically about the long term impact of those initiatives on the environment, on society, and the bottom line of the organisation.

The major units of this course include an 'Introduction to Business Ethics' and 'Corporate Social Responsibility', global challenges, and analysis of business response through case studies.