

BHARATH INSTITUTE OF HIGHER EDUCATION AND RESEARCH

Declared as Deemed to be University under section 3 of UGC act 1956

173, Agaram Main Road, Selaiyur, Chennai – 600 073, Tamil Nadu

Ref: BIHER/ VAC02/ARTS/2021-10/08

Date: 24/08/2022

PERMISSION LETTER

From

Dr.B.LAKSHMI

Associate Professor

Faculty of Arts and Science

BIHER

To

The HOD

Faculty of Arts and Science

BIHER

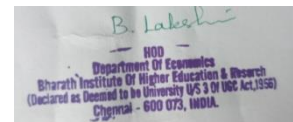
Respected Sir

Sub — Permission to conduct value added courses — reg.

I wish to inform you that, as it is decided to conduct the value added courses to supplement the curriculum to make students better prepared to meet industry demands as well as develop their own interests and aptitudes. The eligibility of this course is open for UG students from department Faculty of Arts and Science in association with **CERTIFICATE COURSE ON Introduction to Business and Management**. So please permit us to conduct the value added Certificate course on Introduction to Securities Market from 01.09.2022 to 13.10.2022.

Thanking you.

HOD



B. Lakshmi
HOD
Department Of Economics
Bharath Institute Of Higher Education & Research
(Declared as Deemed to be University U/S 3 of UGC Act,1956)
Chennai - 600 073, INDIA.

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Date: 24/08/2022

CIRCULAR

The Faculty of Arts and Science is planned to conduct a Value Added Course on Certificate course on **Introduction to Business and Management** for the benefit of B.A., students. This value added course commences from 01/09/2022 to 13/10/2022 with the duration of 30 hours (one to two hours per day).

It is important for higher education institutions to supplement the curriculum to make students better prepared to meet industry demands as well as develop their own interests and aptitudes.

Eligibility: Course is open for UG Students for Department Faculty of Arts and Science

Registration: The registration form which is available in the university website should be duly filled by the participants and to be submitted to the Coordinator at least 5 days before the commencement of course.

Contact:

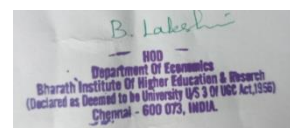
Dr.B.LAKSHMI

Associate Professor / Faculty of Arts and Science,

Course Co-ordinator Bharath Institute of Higher Education & Research.

Email id: lakshmi.cbcs.economics@bharathuniv.ac.in

HOD



BHARATH INSTITUTE OF HIGHER EDUCATION AND RESEARCH

Faculty of Arts and Science

Department of Economics

Certificate Course on Introduction to Business and Management

Student Name list

S.No	Register No	Student Name
1	U20EM001	Amala Priyadharshini. R
2	U20EM002	Barath. M
3	U20EM003	Bhuvana. V
4	U20EM004	Deenadayalan. M
5	U20EM005	Dilip Kumar.P
6	U20EM006	Dinesh Kumar.J
7	U20EM007	Divyadharshini.K
8	U20EM008	Glory.P
9	U20EM009	Gunarajan.K
10	U20EM010	Janakiraman.B
11	U20EM011	Jayapriya.J
12	U20EM012	Kamini.K
13	U20EM013	Karuppusamy.A
14	U20EM014	Kathiravan.G
15	U20EM015	Keerthana.S
16	U20EM016	Kiran.M
17	U20EM017	Murugan. S
18	U20EM018	Pinnika Anitha

19	U20EM019	Pothum Ponnu. C
20	U20EM020	Prabhut
21	U20EM021	Prasanth A.K
22	U20EM022	Praveen Kumar. D
23	U20EM023	Praveena. S
24	U20EM024	Pushpanjali. S
25	U20EM025	Rajesh. K
26	U20EM026	Rajeshwari. A
27	U20EM027	Rikkesh Kumar. J
28	U20EM028	Roja. G
29	U20EM029	Sandhiya. K
30	U20EM030	Santhosh Kumar R
31	U20EM031	Saranraj. M
32	U20EM032	Saravanan.P
33	U20EM033	Sathish Kumar. K
34	U20EM034	Shevani Mirra. S
35	U20EM035	Sindhu. S
36	U20EM036	Siva Kumar.E
37	U20EM037	Somi Mishra
38	U20EM038	R .Suresh
39	U20EM039	Tamizh Arun
40	U20EM040	Vaishnavi
41	U20EM041	Vallarasu.M
42	U20EM042	Yamuna. B

43	U20EM043	Yazhini.R.A
44	U20EM044	Kamesh. M
45	U20EM045	Zameeruddin.M
46	U20EM046	Pradeep.R
47	U20EM047	Aakash.S
48	U20EM048	Rakesh.S

VALUE ADDED COURSE

Certificate Course on Introduction to Business and Management

Total: 30 hrs

S.NO	SYLLABUS	NO. OF LECTURES	DATE	TIME	LECTURER
1	Introduction- Concept	1	01.09.2022	4.00-5.00 pm	Dr.B.lakshmi
2	Introduction- Concept, Functions, Scope and Significance of Business,	1	02.09.2022	4.00-5.00 pm	Dr.B.lakshmi
3	Modern concept of Business; Objectives of Business	1	05.09.2022	4.00-5.00 pm	Dr.B.lakshmi
4	Steps in setting business objectives, classification of business objectives,	1	06.09.2022	4.00-5.00 pm	Dr.B.lakshmi
5	Reconciliation of Economic and Social objectives;	1	07.09.2022	4.00-5.00 pm	Dr.B.lakshmi
6	Impact of Liberalization, Privatization and Globalization,	1	08.09.2022	4.00-5.00 pm	Dr.B.lakshmi
7	Strategy alternative in changing scenario, Restructuring and Turnaround strategies.	1	09.09.2022	4.00-5.00 pm	Dr.B.lakshmi
8	Concept & Importance of Business Environment	1	12.09.2022	4.00-5.00 pm	Dr.B.lakshmi
9	Interrelationships between Business & Environment,	1	13.09.2022	4.00-5.00 pm	Dr.B.lakshmi
10	, Interrelationships between Business & Environment,	1	14.09.2022	4.00-5.00 pm	Dr.B.lakshmi
11	Constituents of Business Environment– Internal & External Environment, Educational Empowerment	1	15.09.2022	4.00-5.00 pm	Dr.B.lakshmi
12	, Trading Blocks & impact on Indian business	1	16.09.2022	4.00-5.00 pm	Dr.B.lakshmi
13	Introduction – Concepts, Importance	1	19.09.2022	4.00-5.00 pm	Dr.B.lakshmi
14	, Functions, Managerial skills and competencies, Evolution of Management thoughts:	1	20.09.2022	4.00-5.00 pm	Dr.B.lakshmi

15	Classical Approach: F.W. Taylor's Contribution, Classical Organization Theory;	1	21.09.2022	4.00-5.00 pm	Dr.B.lakshmi
16	Neo Classical: Human relations – Elton Mayo's Hawthorne experiments.	2	22.09.2022	4.00-6.00 pm	Dr.B.lakshmi
17	Planning - Steps, Importance	1	23.09.2022	4.00-5.00 pm	Dr.B.lakshmi
18	Importance, Components, Coordination importance; Organizing	1	26.09.2022	4.00-5.00 pm	Dr.B.lakshmi
19	Features of Line and Staff Organization, Formal vs Informal Organization; Motivation	1	028.09.2022	4.00-5.00 pm	Dr.B.lakshmi
20	Steps, importance, influencing factors, Importance of Communication, Barriers to effective communication	1	29.09.2022	4.00-5.00 pm	Dr.B.lakshmi
21	Controlling -Concept, Steps, Essentials of a good control system, Technology of controlling	1	30.09.2022	4.00-5.00 pm	Dr.B.lakshmi
22	PERT, CPM, Budgetary Control and Management Audit.	1	03.10.2022	4.00-5.00 pm	Dr.B.lakshmi
23	Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social objectives; New trends in Business	1	04.10.2022	4.00-5.00 pm	Dr.B.lakshmi
24	– Impact of Liberalization, Privatization and Globalization, Strategy alternative in changing scenario	1	05.10.2022	4.00-5.00 pm	Dr.B.lakshmi
25	F.W. Taylor's Contribution, Classical Organization Theory;	1	06.10.2022	4.00-5.00 pm	Dr.B.lakshmi
26	Coordination importance; Organizing - Steps, Organizational Structure-	1	07.10.2022	4.00-5.00 pm	Dr.B.lakshmi
27	influencing factors, Importance of Communication, Barriers to effective communication;	1	10.10.2022	4.00-5.00 pm	Dr.B.lakshmi
28	Controlling -Concept, Steps, Essentials of a good control system, Technology of controlling	1	11.10.2022	4.00-5.00 pm	Dr.B.lakshmi
29	Steps, importance, influencing	1	12.10.2022	4.00-5.00pm	Dr.B.lakashmi

	factors, Importance of Communication, Barriers to effective communication				
30	Controlling -Concept, Steps, Essentials of a good control system, Technology of controlling	1	13.10.2022	4.00-5.00pm	Dr.B.lakashmi



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Topic: Introduction to Business and Management (VAC)

1 Introduction to Business

Introduction- Concept, Functions, Scope and Significance of Business, Traditional and Modern concept of Business; Objectives of Business- Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social objectives; New trends in Business – Impact of Liberalization, Privatization and Globalization, Strategy alternative in changing scenario, Restructuring and Turnaround strategies.

2 Business Environments:

Concept & Importance of Business Environment, Interrelationships between Business & Environment, Constituents of Business Environment– Internal & External Environment, Educational Empowerment & it's impact; International Environment– current trends in world, WTO, Trading Blocks & impact on Indian business.

3 Introductions to Management

Introduction – Concepts, Importance, Functions, Managerial skills and competencies, Evolution of Management thoughts: Classical Approach: F.W. Taylor's Contribution, Classical Organization Theory; Neo Classical: Human relations – Elton Mayo's Hawthorne experiments.

4 Planning, Organizing, Directing and Controlling

Planning - Steps, Importance, Components, Coordination importance; Organizing - Steps, Organizational Structure- Features of Line and Staff Organization, Formal vs Informal Organization; Motivation - Steps, importance, influencing factors, Importance of Communication, Barriers to effective communication; Controlling -Concept, Steps, Essentials of a good control system, Technology of controlling- PERT, CPM, Budgetary Control and Management Audit.

Reference books :

- Business Organization Management Maheshwari, Rajendra P,
Mahajan, J.P., International Book House
- Introduction To Commerce, Vikram, Amit, Atlantic Pub

- Business Environment, Cherunilam, Francis, Himalaya Pub
- Essentials Of Business Environment, Aswathappa, K., Himalaya

Pub

- Strategic Management, Kapoor, Veekkas, Taxmann
- Strategic Management, Bhutani, Kapil, Mark Pub
- Strategic Management,

David, Fred R., Phi Learning



Shawath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH

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SCHOOL OF ARTS

Registration Form

Value Added Course

Date : 01-9-2022

Name : Kathiravan
Reg.No. : U20EM014
Date of Birth :12-10 -1993
Gender : MALE
Department : Economics
Year :2021-23
Contact No. :9878654335
Email ID :kathiravan456@gmail.com

Course Applied For: Introduction to Business and Management

Signature



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SCHOOL OF ARTS

Course Feedback form

Value Added Course

Date:01-9-2022

Course Title: Introduction to Business and Management

Name: kathiravan D

Reg No: U20EM014

Department: Economics

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	Objectives of the course clear to you					✓
2.	Course contents met with your expectations			✓		
3.	Lecture sequence was well planned			✓		
4.	Lectures were clear and easy to understand					✓
5.	Teaching aids were effective					✓
6.	Instructors encourage interaction and were helpful					✓
7.	The level of the course			✓		
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

Signature



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(Vide Notification No. F.9-5/2000 - U.3, Ministry of Human Resource Development, Govt. of India, dated 4th July 2002)

FACULTY OF ARTS & SCIENCE
DEPARTMENT OF ECONOMICS

CERTIFICATE OF PARTICIPATION

This is to certify that Amala Priyadharshini R has participated in the Value Added Course on **“Introduction to Business and Management”** Organized by Department of Economics ,Faculty of Arts, BIHER, conducted from 01.09.2022 to 13.10.2022

Dr.B.Lakshmi
Coordinator

Dr.A.Muthukumaravel
Dean, Faculty of Arts, BIHER