Here is your detailed **Course Lesson Plan** for **Business Fundamentals & Management** in a structured weekly format.

Course Lesson Plan: Business Fundamentals & Management

Course Duration: 16 WeeksMode: Online Self-Paced

♦ Ideal For: Students, Professionals, Entrepreneurs

Course Layout & Weekly Topics

Week 1: Introduction to Business

Unit 1: Fundamentals of Business

- Definition & Nature of Business
- Business Objectives & Functions
- Evolution of Business in the Global Economy

Week 2: Technological Innovation and Skill Development

Unit 2: Role of Technology in Business

- Impact of Digital Transformation
- Emerging Technologies (AI, IoT, Blockchain)
- Skill Development for the Future Workforce

Week 3: Social Responsibility & Business Ethics

Unit 3: Ethics & Corporate Social Responsibility (CSR)

- Ethical Theories in Business
- Corporate Governance & Business Ethics
- CSR & Sustainable Development

Week 4: Emerging Opportunities in Business

- **Dunit 4:** Identifying Business Opportunities
 - Startups & Entrepreneurship
 - E-commerce & Digital Marketplaces
 - Global Business Trends

Week 5: Forms of Business Organisation - Part I

★ Unit 5: Business Structures & Legal Framework

- Sole Proprietorship, Partnership & LLP
- Pros and Cons of Different Business Models

Week 6: Forms of Business Organisation - Part II & Public Enterprises

- ★ Unit 6: Company Form of Business
 - Private & Public Limited Companies
 - Corporate Laws & Compliance
 - **#** Unit 7: Public Sector Enterprises
 - Role of Government in Business
 - Public-Private Partnership (PPP)

Week 7: International Business & Decision Making

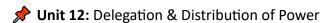
- **Durit 8:** Multinational Corporations (MNCs)
 - Global Trade & Economic Integration
 - Foreign Direct Investment (FDI) & WTO
 - ★ Unit 9: Business Planning & Decision-Making
 - Types of Business Plans
 - Strategic & Tactical Decision Making

Week 8: Organizing & Authority Structures

Dunit 10: Organising Principles

- Organizational Structure & Design
 - **#** Unit 11: Departmentation & Authority
- Functional vs. Divisional Structures
- Centralization vs. Decentralization

Week 9: Delegation of Authority & Decentralisation



- Levels of Delegation
- Benefits & Challenges of Decentralisation

Week 10: Business Control Mechanisms



- Types of Control Systems
- KPI & Performance Management

Week 11: Communication & Coordination

Unit 14: Communication in Business

- Effective Communication Strategies
- Internal & External Coordination

Week 12: Motivation in the Workplace

- Maslow's & Herzberg's Theories
- Employee Engagement Strategies

Week 13: Leadership in Business

Unit 16: Leadership Styles & Theories

• Transformational vs. Transactional Leadership

• Developing Leadership Skills

Week 14: Team Building & Marketing Management

Unit 17: High-Performance Teams

• Team Dynamics & Collaboration

Proof Unit 18: Marketing Management

· 4Ps of Marketing & Digital Marketing

Week 15: Financial Management

Dunit 19: Managing Business Finances

- Financial Planning & Budgeting
- Capital Investment Decisions

Week 16: Human Resource Management

★ Unit 20: HRM Strategies for Business Growth

- Talent Acquisition & Employee Retention
- HR Analytics & Future Trends

***** Course Features & Benefits

- ✓ Self-Paced Learning with Lifetime Access
- ✓ Case Studies & Business Simulations
- ✓ Industry-Recognized Certification
- ✓ Real-World Assignments & Quizzes
- ✓ Downloadable E-Books & Templates

Who Should Take This Course?

- Students & Business Aspirants
- Entrepreneurs & Business Owners

- ✓ Working Professionals & Managers
- ✓ Anyone Interested in Business & Management

Would you like to add **mentorship sessions or live Q&As** for an interactive learning experience? ©