

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

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## **Course Lesson Plan: Business Fundamentals & Management**

- ◆ **Course Duration:** 16 Weeks
  - ◆ **Mode:** Online Self-Paced
  - ◆ **Ideal For:** Students, Professionals, Entrepreneurs
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## **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
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### **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
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### **Week 3: Social Responsibility & Business Ethics**

#### **Unit 3:** Ethics & Corporate Social Responsibility (CSR)

- Ethical Theories in Business
  - Corporate Governance & Business Ethics
  - CSR & Sustainable Development
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### **Week 4: Emerging Opportunities in Business**

#### **Unit 4:** Identifying Business Opportunities

- Startups & Entrepreneurship
  - E-commerce & Digital Marketplaces
  - Global Business Trends
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#### **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
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#### **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)
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#### **Week 7: International Business & Decision Making**

#### **Unit 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
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#### **Week 8: Organizing & Authority Structures**

#### **Unit 10:** Organising Principles

- Organizational Structure & Design
    - 📌 **Unit 11:** Departmentation & Authority
  - Functional vs. Divisional Structures
  - Centralization vs. Decentralization
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### **Week 9: Delegation of Authority & Decentralisation**

#### 📌 **Unit 12:** Delegation & Distribution of Power

- Levels of Delegation
  - Benefits & Challenges of Decentralisation
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### **Week 10: Business Control Mechanisms**

#### 📌 **Unit 13:** Control in Business Management

- Types of Control Systems
  - KPI & Performance Management
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### **Week 11: Communication & Coordination**

#### 📌 **Unit 14:** Communication in Business

- Effective Communication Strategies
  - Internal & External Coordination
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### **Week 12: Motivation in the Workplace**

#### 📌 **Unit 15:** Employee Motivation Techniques

- Maslow's & Herzberg's Theories
  - Employee Engagement Strategies
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### **Week 13: Leadership in Business**


#### 📌 **Unit 16:** Leadership Styles & Theories

- Transformational vs. Transactional Leadership

- Developing Leadership Skills
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## **Week 14: Team Building & Marketing Management**

### **Unit 17:** High-Performance Teams

- Team Dynamics & Collaboration
    -  **Unit 18:** Marketing Management
  - 4Ps of Marketing & Digital Marketing
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## **Week 15: Financial Management**

### **Unit 19:** Managing Business Finances

- Financial Planning & Budgeting
  - Capital Investment Decisions
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## **Week 16: Human Resource Management**

### **Unit 20:** HRM Strategies for Business Growth

- Talent Acquisition & Employee Retention
  - HR Analytics & Future Trends
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### **Course Features & Benefits**

- ✓ Self-Paced Learning with Lifetime Access
  - ✓ 50+ High-Quality Video Lectures
  - ✓ Case Studies & Business Simulations
  - ✓ Industry-Recognized Certification
  - ✓ Real-World Assignments & Quizzes
  - ✓ Downloadable E-Books & Templates
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### **Who Should Take This Course?**

- ✓ Students & Business Aspirants
- ✓ Entrepreneurs & Business Owners

- ☒ Working Professionals & Managers
  - ☒ Anyone Interested in Business & Management
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Would you like to add **mentorship sessions or live Q&As** for an interactive learning experience? 😊